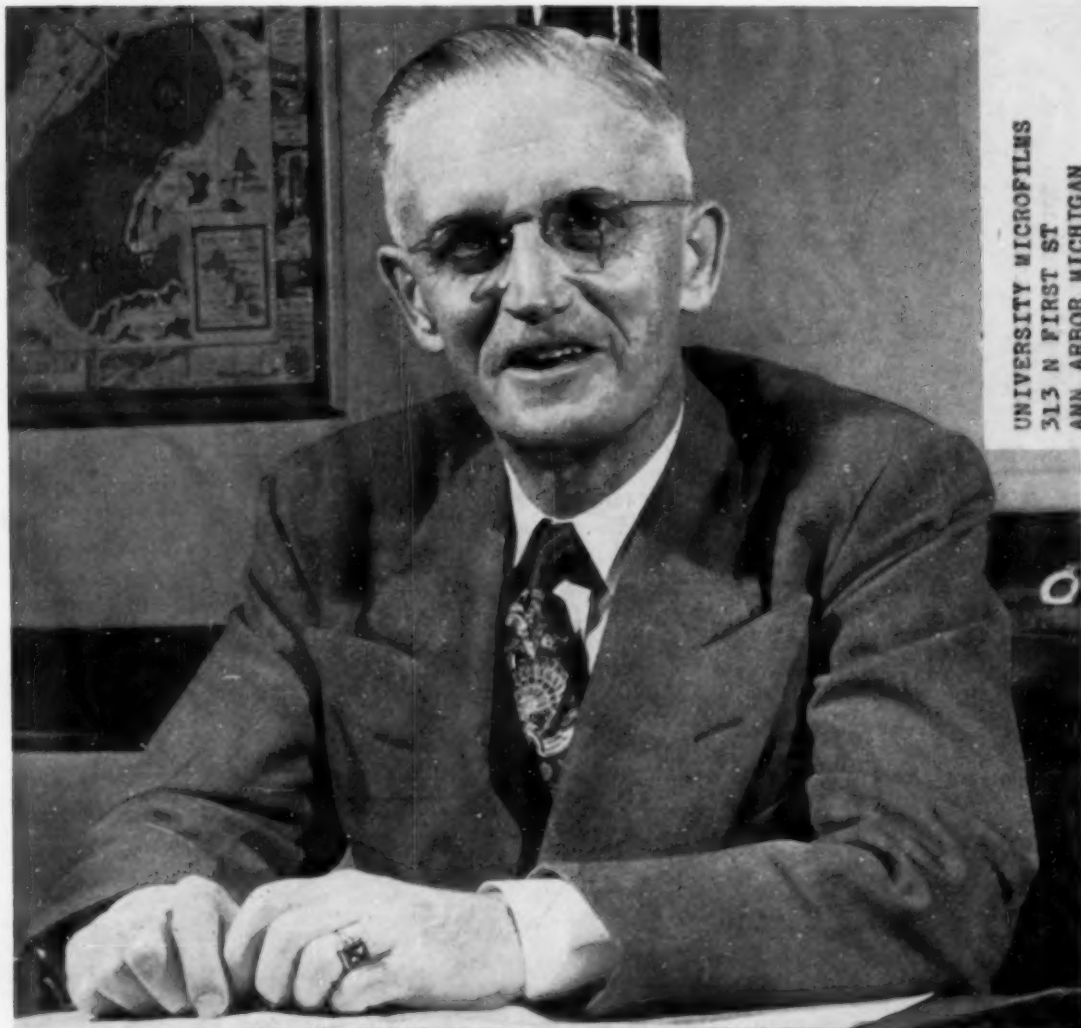


The

CREDIT UNION BRIDGE

THE WAY TO ECONOMIC BETTERMENT



Thomas W. Doig, credit union pioneer and managing director of CUNA and affiliates from 1945 to 1955, passed away December 19. Mr. Doig is known as the outstanding organizer of leagues in the western hemisphere and personally organized more than 1,000 credit unions. (See pp. 14-16.)

UNIVERSITY MICROFILMS
313 N FIRST ST
ANN ARBOR MICHIGAN

EXCHANGE

Official Publication

February, 1956

Credit Union National Association



The Way I See It

Experience of a Congressman Visiting a Credit Union

FROM: CONGRESSIONAL RECORD
BY CONGRESSMAN RABAUT
OF MICHIGAN

Mr. Speaker, under leave to extend my remarks in the Record I should like to report a visit I made recently to the St. Jude Parish Credit Union of East Side Detroit, Michigan. I was impressed by the spirit and cooperative attitude of the members of this organization and the financial institution they have organized for their mutual self-help. It re-emphasized the Latin proverb "Multae manus onus levius faciunt"—many hands make the burden light. So it is with the community-spirited parishioners at St. Jude's, a cooperative enterprise designed to lighten the financial burdens of its faithful.

The St. Jude credit union is the first parish credit union on the east side of Detroit to operate on a full-time basis and in January of last year opened an office to serve its members. The credit union has a membership potential of 3,000 and is presently serving over a third of this group with loans, a shares depository and free credit life insurance. Since its inception 4 years ago with paid-in share holdings of \$1,700, the credit union has made 1,038 loans for \$539,043.13 and has presently on its books \$210,240.58 in loans and \$182,240.62 in share deposits.

On the occasion of my visit to this fine organization, I presented the first claim paid under the cred-

it union's free credit life-insurance program with the Credit Union National Association mutual life-insurance program. I presented Mr. John Jacobs a check for \$500, which represented the amount equal to the shares deposited with the credit union by his mother, Mrs. Rose Jacobs, deceased.

The credit union is under the general auspices of Father J. J. Ording, pastor of St. Jude parish, and the business management is attended to by an able board of lay parishioners having a president, vice president, and treasurer. All administrative offices of the organization are elective and for a term of one year. This permits greater group participation and serves to make a greater number of the community familiar with domestic problems of finance and credit.

Do You Think Such Practices Create Confidence?

FROM: DEPARTMENT OF INDUSTRIES
AND LABOUR, COOPERATIVE ACTIVITIES
AND CREDIT UNION BRANCH,
ALBERTA.

If public confidence in the credit union movement is to build up in the way that it could and should be built up, we must have sound operation by persons, who when they accept office, intend to carry out the duties of that office. Persons who are prepared to study their job and its powers and responsibilities, and who are going to keep in the forefront of their thinking that the way to make their credit union fill its place in their community is to get it on such a sound and strong basis that people will be eager to be members and to use their own organization to its fullest extent.

Because credit unions operate under provincial laws, because they are subject to audit and examination, because they have not yet been attacked to any extent in Canada, does not make them invulnerable. Once in a while we see in the press where a credit union has got into difficulties through embezzle-

ment of its funds. How did it happen that someone "got away with it" in these cases? It happened because proper internal supervision was not given, because sufficient bonding had not been taken, because proper efforts to protect the members had been omitted by those charged with the duty, the "OFFICERS".

We believe that sound business-like operation is still the best way to breed CONFIDENCE.

Prompt Service Appreciated

TO: CUNA BONDING SERVICE

Enclosed please find completed application forms for the coverage indicated.

We are already pleased with the cooperation we have received from CUNA in getting our credit union in operation, and I wish to thank you personally for the prompt service we have received in regards to our starting supplies.

I hope our applications are completed to your satisfaction so we can have our coverage as soon as possible.

—Herbert MacKenzie, Treasurer, Lithographers (Toronto) Credit Union.

(Continued on page 22)

The Credit Union Bridge

Volume 20 February, 1956 Number 12

Official Publication

Credit Union National Association

P. O. Box 431, Madison 1, Wisconsin

P. O. Box 65, Hamilton, Ontario

SUBSCRIPTION—\$2.00 A YEAR

EXECUTIVE COMMITTEE

M. H. WIDEMAN, President	Baltimore, Md.
W. G. LONERGAN, 1st V. Pres.	Longview, Wash.
W. O. KNIGHT, Secretary	Sioux Falls, S.D.
R. P. WILLIAMS, Treasurer	Victoria, B.C.
H. E. WINGSTAD, Vice Pres.	Alliance, Neb.
HENRY CLAYWELL, Vice Pres.	Tampa, Fla.
GLENN COULTS, Vice Pres.	Detroit, Mich.
J. A. MOORE, Vice Pres.	Pittsburgh, Pa.
L. B. KILBURN, Vice Pres.	Kensington, Conn.
J. L. THOMPSON, Vice Pres.	Winnipeg, Man.

STAFF

H. B. YATES	Managing Director
CHARLES F. EIKEL, JR.	Asst. Managing Director
E. K. WATKINS	Editor
E. B. BRANN	Asst. Editor
CHARLES C. COMPTON	Associate Editor
CHARLES HYLAND	Business Manager

ADVERTISING RATES ON APPLICATION

All subscriptions received before the 15th of the month start automatically with the issue of the current month. All those received after the 15th of the month start with the following month. To insure prompt delivery of The Credit Union Bridge, when you change your mailing address send us a postcard with your former address as well as your new address. When sending us a single subscription or a group of subscriptions, The Credit Union Bridge would appreciate it if you would mark all remitted subscriptions conspicuously with the word "new".

The Credit Union Bridge is published monthly by the Credit Union National Association, Inc., at 1028 E. Washington Avenue, Madison 3, Wisconsin. ADDRESS THE EDITORIAL OR BUSINESS OFFICE AT P. O. BOX 431, MADISON 1, WISCONSIN.

Entered as second-class matter January 26, 1951 at the post office at Madison, Wisconsin under the act of March 3, 1879. Copyright 1956 by the Credit Union National Association, Inc. Subscriptions rates are single copies at 25c and yearly subscriptions at \$2.00.

Member of Co-op Editorial Assn.,
Wisconsin Industrial Editors Assn.,
and National Council of Industrial Editors

Dividends Should Be Listed
CREDIT UNION DIVIDENDS are not exempt from the United States Federal income tax. Credit union members should be notified of this fact for computation of their individual income tax returns.



H. B. YATES
Managing Director of CUNA

A REPORT From The Managing Director Credit Union National Association

by H. B. Yates

THERE WILL BE CHANGES of various sorts announced from Filene House during the next few months. Some will be changes in procedure, some changes in organizational structure, some changes in personnel. Most of them will be the result of recommendations made by the management consultant firm which studied the organization and operations of the Credit Union National Association and CUNA Supply Cooperative during September and October. The credit union movement will be kept informed of these changes as they take place. It was the credit union movement, after all, that voted to have the survey made, and it is the credit union movement that has most at stake. So we will endeavor to do everything we can to make it clear just what is going on here and why it is going on.

During any reorganization, no matter where it takes place, there is inevitably a certain amount of hurt feelings, idle gossip and fantastic rumors, out of all proportion to the cause. We ask credit union people around the country, if they hear disturbing rumors, to ask us directly about them. We want to be fair to everybody, both to the paid employees of the credit union movement and to the credit union people who pay our dues. Above all, we want the problems clearly understood and discussed in terms of issues rather than personalities.

Now, for a little background.

For some years there has been a growing feeling among credit union people that the movement needs new service and administrative techniques. In the old missionary days, the main problem was to get laws passed and new credit unions char-

tered. Both Mr. Bergengren and Mr. Doig accomplished miracles in this respect. The passage of 40 or 50 state and provincial laws was a magnificent achievement; so was the chartering of close to 2,000 credit unions that may be attributed to these two men. It is no wonder that they became the first managing directors of the Credit Union National Association. We must pay tribute to them, also, for their achievements in the development of insurance and other services for the credit union movement. Without these two men, and the financial sponsorship of Edward A. Filene, we may well wonder whether the credit union movement would exist today. We will never forget their services. Their recent deaths, within six weeks of each other, brought double sadness to all of us who knew them.

Under their leadership the credit union movement grew fantastically. Yet there were certain aspects of this growth that were overlooked. In the Credit Union National Association and in many of the leagues, it was not noticed for a time that the development of a large mass of active credit unions created a new situation. These credit unions needed new kinds of service. They needed help in making the transition from an amateur to a professional style of operation. They needed new protection against the attacks of enemies aroused by the unexpected growth of this credit union movement. They had new public relations problems, new business problems, new problems in their relations with government. The missionary spirit, by itself, could not solve these problems. The missionary spirit does not usually find administration to its taste. Yet quite obviously systematic administration, systematic planning and systematic educational efforts were called for.

There was a time when the leadership in attacking the problems of the credit union movement came from the missionary leaders. The insurance that protects loans and builds savings came from the mis-

sionaries; the bonding program, also, came from them. But later the new ideas and new services were developing outside Filene House. It was the National Board of Directors of CUNA who established the CUNA public relations department, the world extension program and the advertising department. They asked repeatedly for other services—a more systematic approach to the organization problem, a wider educational program, better publications; and they did not get them. They got, instead, a feeling that these proposals were being resisted for no particular reason except that they were new and uncongenial to men who were still living to some extent in the missionary days, when enthusiasm was more valuable than system.

Many irritations and points of friction developed around this problem. Eventually—last May, in fact—the National Board of Directors of the Credit Union National Association voted to authorize a survey by a management consultant firm. The board of CUNA Supply voted for a similar survey. And in December, 1955, the CUNA Mutual board also voted for a management survey.

The main finding of the management survey was this: the Credit Union National Association has grown up without developing coordination. Responsibilities have been assigned to individuals on personal grounds rather than in line with sound organizational structure. Department heads have often been left free to follow their own inclinations rather than given defined objectives. Departmental programs have often evolved without reference to the programs of other departments.

If this sounds alarming, it is reassuring to remember that despite the lack of coordination between departments, the Credit Union National Association has recorded substantial achievements. That this was possible is due entirely to the fact that by and large the personnel are not only thoroughly dedicated to

credit union objectives but also have rich experience and an articulate philosophy of service. "Strong promotional spirit" was pointed out as a strength in practically every department.

Other failings also were found. Travel was sometimes poorly planned. Duplication of personnel attending meetings was too common. Controls on expenses were inadequate.

But the basic weakness, as already stated, was that planning had never been tackled as a cooperative project, with each department taking up an assignment defined as part of a team program.

These findings were reported to the Executive Committee of the Credit Union National Association at its quarterly meeting in November. Mr. Doig at that time was already desperately ill; it was six weeks before his death. No member of the Executive Committee knew beforehand what the report would contain, certainly not myself. No plans had been made to implement the report. We knew that Mr. Doig had been in failing health for several years and that he had expressed himself to friends as ready to retire. With all possible sympathy for a dying man, the Executive Committee on the insistence of the management consultants decided that the time had come to take action. They voted a retirement settlement for Mr. Doig and his wife, and then cast about for a man to put in his place and to give effect to the management consultants' recommendations. Entirely to my surprise, they picked on me. I suppose I was chosen because I had recently retired from my profession as a teacher and had some direct knowledge of the Credit Union National Association after serving two years as its president, as well as several years on the Executive Committee and National Board. I must confess that I accepted the appointment reluctantly.

Now what are the recommendations that we are going to follow?

First, we are going to coordinate all the departments responsible for carrying on the great missionary work of the past. We will set up the job of Development Manager, who will be responsible for supervising organization, education, public relations, advertising, world extension work, publications and field staff. He will be instructed to set up goals for these departments and inspire them to mutual support and assistance. We will appoint to this position J. Orrin Shipe, now man-

ager of the advertising department.

Next we will try to straighten out a few of the tangled lines of responsibility that now needlessly complicate procedures at Filene House. There is no reason, for example, why the world extension work should be answerable to the director of public relations. There is no reason why the comptroller should be elected by the National Board while the assistant comptroller is appointed by the Managing Director.

In the future, also, depending on the results of the surveys of CUNA Supply Cooperative and CUNA Mutual Insurance Society, we may propose setting up certain joint activities with those two organizations, as recommended by the management consultants — particularly in

purchasing and personnel. The management consultants further gave it as their opinion, you will be interested to know, that while each of the three organizations in Filene House has its own by-laws, some sort of constitution is needed to define the relationships between them.

We hope this gradual reorganization will solve many problems: for example, the too-high rate of liquidations, the too-high percentage of dormant credit unions, and the tremendous need for education and credit union employee training.

In any case, we want to make it clear that every step we take will be dictated by the deepest concern for the high ethical traditions of the credit union movement and its vigorous future growth.



J. Orrin Shipe
CUNA Development Manager

J. Orrin Shipe Appointed Development Manager

J. ORRIN SHIPE was appointed on January 12 to the newly created position of Development Manager of the Credit Union National Association. He will be directly responsible to the managing director for the activities of organization, education, public relations, advertising and promotion, world extension work, publications and field staff.

Mr. Shipe has been in credit union work for over 20 years. During this time he has been manager of the CUNA Advertising and Promotion Service (1953 to 1956), supervisor of promotion and advertising for CUNA Mutual Insurance Soci-

ety (1950 to 1953), and before that, from 1947 to 1950, a special field representative of CUNA Mutual.

An editorial in a Buffalo, New York, newspaper back in 1934, first interested Mr. Shipe in credit unions. He contacted the Credit Union National Extension Bureau. Soon thereafter he organized the Buffalo Insurance Federal Credit Union and served as its first treasurer and later as president.

Evenings and weekends Mr. Shipe organized approximately 25 credit unions. He also served as secretary, treasurer and president of the Buffalo chapter of credit unions, and was a director-at-large of the New York State Credit Union League.

In 1939 he was appointed a field secretary of CUNA with the Midwestern states as his territory. When CUNA decided to open an educational department he was made its director. From 1940 to 1943 he also edited the CREDIT UNION BRIDGE.

After a tour of duty with the Navy and a period of outside employment, he returned to CUNA as special field representative.

At CUNA, Mr. Shipe has helped inaugurate several now well-established credit union programs and projects, including the annual international membership drive, the excess surety bond coverage, conferences of state league managing directors, a credit union movie, and an annual individual member issue of BRIDGE.

Mr. Shipe was born on his father's farm in Blue Grass, North Dakota in 1912. He attended the University of Buffalo and is married. The Shipes have five children.

THE CREDIT UNION BRIDGE NEWSLETTER

U. S. Trends in Brief:--More women held jobs in 1955 than in any other time in history. The secretary of labor stated the average was larger by a million than in 1954 and the World War II period. Aggregate benefit payments to jobless workers covered by state unemployment insurance laws dropped sharply in 1955. Wage rates advanced in almost 95% of major contract settlements in manufacturing, mining, transportation, trade and utilities during the first 9 months of 1955, the Bureau of Labor Statistics reported. Auto makers are cutting production to help cut record stocks of unsold cars. Soft coal producers are raising prices to industrial consumers. Average employment on farms in 1955 fell 2.5% below 1954 level. The steel demand is starting to slow down and is reaching a leveling off period, report steel officials.

Canadian Trends in Brief:--Living costs showed no change in the last months of 1955, the Consumer Price Index stood at 116.9 for the last three months. Iron and steel output soared in 1955, pig iron output was 45% above 1954. Car loadings were up 10% for the past year. Wholesale prices advanced slightly in December, prices were higher for: steel scrap, tin, wool, beef hides, fir timber, oats, raw rubber and raw cotton. Prices were lower for: steers, wheat, and raw sugar. Claims for unemployment insurance benefits and total benefit payments during November were both substantially smaller than a year earlier.

H. R. 7964 would burden credit unions with tax reporting costs if passed. Representative Smith of Mississippi introduced this bill in Congress to amend the Revenue Code of 1954; SEC. 3. Section 6033 relating to returns by exempt organizations in the following subsections:

"(c) Every organization required to file an annual return under this section shall set forth, in addition to the information required under subsections (a) or (b) of this section, the following--... (4) an independent audit by any certified public accountant not connected with such organization, covering the year for which the return is filed." It would seem that the cost of certified audits could be a prohibitive expense to many small credit unions.

H. R. 8273 relating to Central Credit Unions introduced by Representative Patman. "A Bill to amend the Federal Credit Union Act so as specifically to authorize the organization of Federal central credit unions and to authorize Federal credit unions to invest in the shares of, and become members of, central credit unions organized under such Act or other laws." The bill also provides for the membership of directors and members of the supervisory and credit committees in such central credit unions. The bill is sponsored by the Credit Union National Association.

Federal Unemployment Tax Act:--During the 1954 session of the United States Congress an amendment was made to the Act reducing the number of employees necessary to qualify as an employer under the law from 8 to 4. This amendment became effective for all employment performed after January 1, 1956... Every employer who has 4 or more employees on at least 1 day of each of 20 calendar weeks in a calendar year must file a return on Form 940 for such year... The annual return on Form 940 is due on or before January 31 with respect to the preceding calendar year... The original of Form 940 is to be sent to the United States District Director of Internal Revenue for the district in which the employer's principal place of business is located... If you have not previously filed but now qualify as an employer for the first time, write to your district office of the United States District Director of Internal Revenue and request Form 940. Complete the form, include a check to cover the tax and forward to your district Internal Revenue office. Remember that the amendment did not become effective until January 1, 1956 and Form 940 covering this amendment will not be due until January 1957. (This is an annual return.)

School For Credit Union Personnel:--The dates for the 1956 session of the School for Credit Union Personnel have been set. The school will open on July 9 and end July 21. This will be the third year of the school and for the first time three different classes will be in session at the same time. This year too, the school will graduate its first class which began their studies in 1954. The Credit Union National Association and the University of Wisconsin co-sponsor the school. It is staffed by an outstanding faculty obtained from the credit union movement, business world and the faculty of the University of Wisconsin. Classes are held on the beautiful University of Wisconsin campus in Madison. The purpose of the school is to provide a three-year course of two weeks each summer for the training of persons who wish to make credit union work a career. For information about the school write CUNA, Madison, Wisconsin.

CUNA Supply Cooperative reports three new forms: Ed 80 "The Mysterious Millionaires" which appeared in the January, 1956, issue of BRIDGE (pp. 20-22). The first printing of this 6-page, 2-color leaflet was 100,000. Forms FCU 200-1 and FCU 201-1 are applications and loan notes, respectively, which meet the federal regulations for loans on the level payment plan.

Voice of America Broadcasts Credit Union Message:--On January 5, the Voice of America carried a 10-minute interview with Tom Landers, managing director of the D. C. League, stressing the development of credit unions overseas. The interview was carried worldwide, according to the U. S. Information Agency.

Economic Needs of Older People:--Nearly three fourths of Americans over 65 have either no income or less than \$1,000 income a year, says a report soon to be issued by the Twentieth Century Fund surveying the economic condition of our older people. The study gives a comprehensive survey of the entire problem of older and retired persons, with emphasis on economic factors.

King's X Showings:--The Modern Talking Pictures Service, Inc., handlers of the film in the United States, report the following statistical report as of the close of 1955: Number of bookings, 402; Times shown, 656; Attendance, Men, 7,837; Women, 2,705; Boys, 8,650; Girls, 8,198; Total 34,090. These totals include 33 states.

POP Program:--Funds continue to grow as the POP Fund subscriptions for public relations services are \$22,485.61.

Honduras Cooperative Leader Visits CUNA:--The Rev. Francis C. Raterman of the Republic of Honduras visited Filene House. He recently organized a coffee growers co-op in Honduras and sees a need for credit unions among the common people there who are being seriously exploited. He reports they receive low prices from coffee exporters on whom they now depend for cash advances on future crops to meet their economic needs.

European Tour:--Twenty-five inquiries and two reservations have been received as of January 30. The tour will be limited to 30 people and will visit England, France, Italy, Switzerland, Germany and Denmark. The tour dates are from July 9 to 30. (Cost \$979). For information write World Extension Department, CUNA, P. O. Box 431, Madison 1, Wisconsin.

Credit Union Article in Social Security Bulletin:--"Federal Credit Unions: Origin and Development", a historical and statistical article by Erdis W. Smith, of the Bureau of Federal Credit Unions, is featured in the November, 1955, Social Security Bulletin.

CUNA Mutual Insurance Society:--Reports a new high in requests and distribution of their free literature. During the past year 3,894,852 pieces of literature were sent out to credit unions upon request. This compares with 2,170,849 for 1954. (For literature and samples write CUNA Mutual Insurance Society, P. O. Box 391, Madison 1, Wisconsin.)



C. H. McClune

Membership Education

A SOUND INVESTMENT

By C. H. McClune

Chairman Education Committee, Missouri Credit Union League

EDUCATION IS NOT AN EXPENSE. It is an investment. In credit unions, education is a relatively recent development. Through CUNA, state leagues, chapters, workshops, conferences and schools we constantly get together and exchange tried and tested ideas. We form policies and recommendations which will fit the requirements and needs of our credit unions and solve the problems at hand to help to eliminate costly mistakes through the trial and error method.

We must create the desire, stimulate the courage, and instill in the individual a faith and confidence of his brothers. We must encourage him to join hands with his neighbor to help improve his economic future.

To what extent are we progressing? From statistics published by the Federal Reserve System it is shown clearly that credit unions are not keeping pace with their possibilities in the financial field. This applies especially to the last five years.

In 1950 the National Installment Credit of \$14,490 million was distributed as follows: Banks, 40%; sales-finance, auto and similar credit, 26.2%; retail charge accounts, 18.4%; all other individual small loans, 11.3%; and credit unions 4%. By May, 1955, the total Installment Credit had risen to \$24,149 million or 167% as compared to 1950. Banks still lead with 38.2%; sales-finance and auto loans follow with 30.6%; then come retail charge accounts, with 14.2%; all other investment small

loans, 11.2%; and credit unions at the end of the list with 5.8%. Thus during this 5-year period, credit unions have extended their services by only 1.8% while sales finance, auto and similar credit rose from 26.2% to 30.6% or a total of 4.4%. In other words, let's get busy. Credit union loans today should be \$3 billion instead of the \$1.4 billion, if we were serving the needs of our members.

In any successful venture dealing with people, there must be an active educational program. Our program should contain at least a few basic ideas to motivate people into action such as a clear statement of purpose. The purpose of an educational program could be: To give members a new understanding of the benefits to be gained by working together, so that the credit unions could grow,

members attend the annual meeting? 2) How many members are willing to accept offers to work on committees? 3) Do your members use the credit union specifically 100% for both their savings and loans? 4) Do your members know of the insurance features of your credit union and of CUNA Mutual services? 5) Do your members know why and how their credit union was organized? 6) Do your members understand fully the advantage of credit union membership? 7) Do they understand fully the functions of your credit union? 8) Do they know about all the services offered them? 9) Do they understand about dividend rates, interest rates, loan and share insurance? 10) Do they know about loan limits, about bonding and security? 11) Do members of the immediate family of the members participate in your credit union services? 12) Do the members know that they own and control the credit union? 13) What does the community think of your credit union? 14) Are teachers, ministers, bankers, merchants, professional men and other groups well informed about the credit union? 15) Are they friendly toward your credit union?

Answers to Problems

Here are a few advantages which your credit union can gain by engaging systematically and conscientiously in planned educational work: 1) Education will increase membership. Campaign annually. Teach your members to understand and talk credit unions. 2) Education will increase member loyalty. An informed member is a loyal member. He is likely to practice what he preaches and use the credit union to its fullest extent. 3) Education will insure rapid growth. A well informed member will channel his loan and savings to his credit union and build his own security. 4) Education builds pride of ownership. Your members will be amazed at the insurance program and the simple



and serve more and more the needs of their members. To give the public the facts so that credit unions will be understood and accepted. To organize new credit unions and make the benefits of credit union membership available to new members.

Problems Considered

The need of education in our credit union movement is great. Let us take an inventory and give ourselves a frank answer to these questions: 1) Do 90% of your

and easy ways to save and borrow for their needs. 5) Education will increase your credit union's influence in the community. An informed membership is your most valuable public relations team. Editors, teachers, merchants and others will listen when your well-informed member speaks on how the credit union benefits all of the members of your community. True and complete information is the best answer to any opposition that may develop now or in the future. 6) Education will develop an alertness to indirect values. Both members and non-members learn to know that credit unions are an essential part of our economy and that through credit unions economic yardsticks for interest rates, services, and efficiency in operation are developed. Among the many indirect values obtained by the general public through credit unions are that commercial lending institutions have lost their reluctance to make personal loans, that many financial institutions today have adopted the credit union plan of loan insurance, and that a number of banks have adopted a life savings plan similar to ours. 7) Education will develop credit union leaders. The training of tomorrow's leaders will determine the future growth of the credit union movement. Credit union leaders come from the ranks of our membership. Provide your members with the opportunities for testing and proving their talents. Local credit union leaders will keep alive the "natural impulse" to serve and build their credit unions.

To meet the needs and obtain these benefits from an effective educational program I would suggest that each credit union should: 1) Analyze its own needs. 2) Select a program that would be most effective. 3) Select and set up an educational committee. Assign the committee a specific task with a time table, and follow through to see that each member of the committee functions. 4) Provide adequate funds for advertising, meeting expenses, posters, and other necessary expenses. 5) Call on your league for material and assistance.

Educational Committee In Action

Developing credit union understanding has many aspects. The educational committee is in constant contact with the board of directors and the treasurer who compose the cornerstone of your cre-

dit union. But the formal election of trusted people and faith in them is not sufficient for the successful operation of your credit union. Successful operation of your credit union includes planning of all meetings; preparing, securing and distributing literature; previewing and selecting films; working with leaders, surveys, newsletters and many other projects. It requires administration, planning, co-ordination and follow-up. Experience shows clearly, that when programs bog down, it is usually because no one had time or took time to as-



sume the responsibility for the details in a well organized plan.

The members of your committees should be among the best qualified and the most progressive in your membership.

Your educational committee 1) holds general or special educational meetings, 2) consults with the other committees, 3) participates in chapter meetings, 4) visits other credit unions, 5) gets acquainted

with other credit union officers, 6) invites guests to its meetings, 7) encourages membership of the immediate family of the members, 8) selects, prepares and distributes literature, 9) develops a public relations program suitable for the needs of your individual credit union, 10) participates in civic groups, 11) publishes the history of your credit union, and 12) organizes discussion groups.

If each member of your credit union were as well informed as your board of directors and the committeemen of your credit union then we would have an active membership. Let us elect everyone to the board and our job is done. It is that simple. A well informed membership means a successful credit union. Our job is to inform all members and their immediate families and to encourage their participation.

Keep Smiling

THE MEN WHOM I HAVE SEEN succeed best in life always have been cheerful and hopeful men, who went about their business with a smile on their face and took the changes and chances of this mortal life like men, facing rough and smooth as it came.—Charles Kingsley.



New Jersey Credit Union League uses new workboard listing all of the state's credit unions by chapters. The board indicates the league and CUNA services which each individual credit union receives and has space reserved for monthly data. Each time a credit union is visited by a fieldman, a peg is placed in the appropriate column opposite the credit union's name. The workboard enables the league staff to view instantly how its field representatives are servicing the member credit unions in any given area.

From left to right: N. Franceso, fieldman; W. Houghton, asst. managing director; J. Curran, fieldman; and W. Johnson, managing director.

ILLINOIS LEAGUE MANAGING DIRECTOR

Joseph S. DeRamus

Retires After 24 Years of Service

JOSEPH S. DERAMUS OF CHICAGO retired December 31 after serving for 24 years as managing director of the Illinois Credit Union League.

The long and distinguished credit union career of Mr. DeRamus includes participation at the 1934 Estes Park meeting at which the Credit Union National Association was founded, service as secretary of CUNA (1938) and member of the board of the CUNA Supply Cooperative (1937-1939). He was president (1946-1949) and secretary (1953-1954) of the CUNA Mutual Insurance Society and has been a member of the Board of Directors of CUNA Mutual Insurance Society since November 11, 1937, when he filled the unexpired term of the late Edward A. Filene. In 1938-1939 Mr. DeRamus was editor of THE CREDIT UNION BRIDGE. Another literary accomplishment of Mr. DeRamus is a book of poems. He is one of the founders of the National Association of Managing Directors.

A pioneer developer of the movement in Illinois, there were only 98 credit unions in that state with 20,000 members when he came to the Illinois League as its first managing director in 1932. Today, there are 1,400 credit unions serving 650,000 persons.

Organizing credit unions in the early days was tough going, asserts Mr. DeRamus. "I never thought I would see the day there would be 500 credit unions in Illinois, much less 1,400," he says. Many people, especially in industry, considered "radical" the idea of ordinary people with just a common bond of association—such as similar employment or membership in the same church, club or labor union—pooling their savings and then operating their own lending institution.

Overcoming prejudice and open hostility, Mr. DeRamus managed to organize 118 credit unions in one year alone, and during his entire career 600.

Industrialists and other leaders came to see the credit union for what it was—as an instrument of self-help enabling the average citi-



J. S. DeRamus

zen to stay free of usurious money lenders. Mr. DeRamus had the satisfaction of seeing concerns which originally had rejected the idea to accept it.

In the last 10 years Mr. DeRamus has witnessed the coming of age of the credit union movement in Illinois, the number of these groups increasing by 75 percent. With assets in excess of \$225 million, they are now able to give their League an annual budget of a quarter million dollars, 25 full-time employees,

and a modern office. This is a far cry from the early days when Mr. DeRamus was the sole employee of the League, operating on an annual budget of \$1,800, and sleeping on a cot in the tiny League office to save funds.

Mr. DeRamus recalls turning down an offer of a job in industry during the mid-1930's, paying several times his League salary. His reasons? He believed in the humanitarian goals of the credit union movement, and he liked the idea of getting people together to solve their economic problems without depending on the government. These are still basic tenets of Mr. DeRamus' personal philosophy.

Mr. DeRamus was born in 1894 in a rural area near Montgomery, Alabama. He and his widowed mother moved to Peoria, Illinois, when he was still a school boy. He later studied at Bradley College and the University of Illinois. In 1917 he went to work for the Peoria Star as a reporter. During World War I he served in the Army Aviation Corps.

Moving to Chicago after the war, he became associate editor of a railway trade publication and later editor of the employee magazine of the Rock Island railroad. It was while in that capacity in 1925 that he first learned of credit unions from the late Roy F. Bergengren, who as representative of the Credit Union National Extension Bureau was working to get a credit union law passed in Illinois. The great depression wiped out Mr. DeRamus' job with the railroad, and making a clean break with the past, he went to work for the Illinois Credit Union League.

Although retired as managing director, he will serve the League in an advisory capacity, and continue his activity with the CUNA Mutual Insurance Society Board of Directors.

Thank God For Tomorrow

BY JOSEPH S. DERAMUS

You say there is no tomorrow?

Then why should I hope and plan and dream?

When sorrow comes my way and bows me down with heavy Heart and soul, is there not solace in the hope of the morrow?—

Tomorrow with its sunshine and blue skies?—

Tomorrow with its fresh opportunity for accomplishment;

Tomorrow with its new courage?

No tomorrow!

Yes! Yes! Thank God for tomorrow. Thank God for the

Promise of tomorrow. But for tomorrow life would be a barren, Empty thing—and there would be no hope, no faith, nothing!

NEW LEAGUE STAFF MEMBERS

New Illinois League Managing Director



WILLIAM H. BRIETZKE of Niles, Illinois, has been appointed managing director of the Illinois Credit Union League effective January 1, 1956.

An active credit unionist for sixteen years, Mr. Brietzke has been a professional credit union leader since 1950 when he became field representative for the Illinois Credit Union League, organizing and servicing credit unions in Cook and Lake counties.

From 1940 to 1949, he was treasurer of the Noble Street Depot Federal Credit Union, a Chicago Surface Lines group.

The Illinois League's new managing director is a past president of the Chicago Northwest Chapter of Credit Unions and was a member of the Board of Directors of the Illinois Credit Union League from 1946 to 1950 and of its executive committee from 1948 to 1950.

Born in Chicago in 1911, Mr. Brietzke attended Carl Schurz High School. Following his graduation in 1928, he was employed by the John Hancock Insurance Company and later by the Pacific Mutual Life Insurance Company. In 1935 he went to work for the Chicago Surface Lines and remained there until joining the league staff.

Mr. Brietzke was married in 1931 to the former Ruth Kunze of St. Helen, Michigan. The couple have two children.

Indiana League Has New Managing Director



WELLINGTON A. HINZE has been appointed Managing Director of the Indiana Credit Union League effective February 1, 1956.

Mr. Hinze has taken an active part in the credit union movement in Michigan and Wisconsin.

A civic leader in his native town of Escanaba, Michigan, he was employed for over eleven years (1941-1952) in the accounting and finance department of the city of Escanaba. During this time he was treasurer of the Municipal Employees Credit Union, worked as a Volunteer Organizer, organized approximately thirty credit unions in the Upper Peninsula, served on the board of directors of the Michigan Credit Union League for five years, and was a National Director from Michigan.

For the past three years Mr. Hinze has been a field representative for the Wisconsin Credit Union League with headquarters in Appleton, Wisconsin. During this time he became known as one of the state's top credit union organizers and earned the reputation of being of great value as a counselor to boards of directors of credit unions which wished to improve their services.

Graduated from Escanaba High School in 1928, Mr. Hinze also studied at Escanaba Business College for some time.

He is married and has two children.

Joins Michigan Staff

GEORGE LACHAPPELLE became Upper Peninsula field representative for the Michigan Credit Union League on November 28, 1955.

A life-long resident of Marquette, Michigan, Mr. LaChapelle has taken an active part in the credit union movement in the Upper Peninsula since he became treasurer of South Shore Employees Federal Credit Union, Marquette, in August of 1952. Employed by the Duluth, South Shore and Atlantic Railroad since January, 1943, he was one of the leaders in the organization of the credit union in his company and has been its treasurer since organization.

A member of the International Association of Machinists, St. Peter's Cathedral Parish and the Veterans of Foreign Wars, Mr. LaChapelle has served on Labor's Com-



mittee in the 1953 Community Chest Fund Drive and the St. Mary's Hospital Fund Drive. He has served in the Army for 3½ years and was overseas in the Asiatic-Pacific Theatre of Operations.

Mr. LaChapelle is married and has one son.

Fieldman For New Jersey



JOHN A. CURRAN joined the New Jersey Credit Union League as Field Representative on December 1, 1955. Formerly employed by Cyclone Fence Company in an accounting capacity, he was also

treasurer of the Cyclone Fence Employees Federal Credit Union.

Mr. Curran was born and raised in Elizabeth, New Jersey, and has lived there all his life. He graduated from Thomas Jefferson High School and Drake Business School, Elizabeth. He received a B.B.A. degree from Pace College, New York City.

A veteran of World War II and the Korean War, Mr. Curran served as forward observer with the 27th Infantry Division (Wolfhound Regiment).

Mr. Curran's hobbies are fishing and hunting.

World Wide News Notes

British Honduras

THE FIRST LABOUR credit union has been organized in British Honduras for the Seamen and Waterfront Workers. In two days the credit union had taken in 98 members and \$300.

The showing of "King's X" to outlying sections of British Honduras has been possible with the government's mobile Cinema Unit. As many as 300 attended the showings.

—Reported by Henry Usher.

High Standards

HOLD YOURSELF RESPONSIBLE for a higher standard than anybody else expects of you. Never excuse yourself. Never pity yourself. Be a hard taskmaster to yourself — and be lenient with everybody else.

—Henry Ward Beecher.

The Credit Union Bridge

What About It?

Write us about your credit union problem or your version of the problems and answers that follow

Must Co-Makers Be Members?

Is it necessary that the co-makers of a loan be members of a credit union?

ANSWER:

No. Many credit unions such as community, parish and rural, depend almost entirely on co-makers who are not members of the credit union. At the time a co-maker outside of the field of membership is accepted, particular care should be taken to be certain that the co-maker fully understands his liability in the case of default.

Who is the Beneficiary?

Who is the beneficiary under Life Savings when there is a joint account?

ANSWER:

There is no singular answer to this question, since this is determined by the laws of the state where the credit union is domiciled if the credit union is State Chartered. If the credit union has a Federal Charter then the credit union must adhere to the instructions on page 75 of the Federal Credit Union Accounting Manual. In all cases, a credit union would not do wrong by placing the amount of claim payment in an "Accounts Payable" until the rightful owner is determined.

Payroll Deduction

If an amount is deducted from a member's wages through payroll deduction prior to the time the member becomes disabled, and did not reach the credit union until after disability, would the amount of the payroll deductions be insured under the Life Savings contract?

ANSWER:

CUNA Mutual Insurance Society takes the position that authorization on the part of a member to have an amount deducted from his payroll to be transmitted to the credit union is the same as a person actually physically transacting that business at the credit union office on the day the payroll transaction took place. This would mean that the amount deducted from his pay prior to the date of disability,

for deposit to his share account, would be insurable under the Life Savings contract. Likewise, if a member authorized a payroll deduction for payment on his loan, the amount deducted but not transmitted to the credit union would still be considered paid to the credit union when it came to settlement of a Loan Protection claim.

Release of Collateral

Can the maker of a loan obtain a release of collateral on the loan prior to the completion of payment?

ANSWER:

Yes. As a loan balance is reduced by regular payments, a borrower may at times request a release of part of the security. Occasionally a borrower may decide to substitute one type of security for another. Although it is not desirable as a rule to disturb the security on a loan that has been made, still for adequate reasons, the credit committee may wish to grant the request. If co-makers are involved, their written approval must also be obtained to any release or substitution of security.

Transfer of Shares

Are credit union shares transferable?

ANSWER:

Under most credit union laws, shares may be transferred to an eligible member on approval of the board of directors and payment of a small fee. The law under which the credit union operates should be checked for requirements in this matter. (Article III, Section IV of the Federal Credit Union By-laws describes this method for federal credit unions.)

Speech Materials

From time to time I am asked to make speeches at credit union, chapter, and civic meetings. Where can I get good credit union material for a speech?

ANSWER:

A great deal of speech material can be obtained from the following:

1. Your daily paper is a storehouse of good speech material. Clip items that illustrate the need and

value of credit unions. Then slip them right into your speech materials folder.

2. *Bartlett's Familiar Quotations* will help you check on — or discover — the right quote for the right part of your talk.

3. Pamphlets on Consumer Credit, etc., are available through CUNA Supply.

4. Books on Public Speaking (visit your library): *How To Talk Well*, by J. F. Bender; *The Art of Plain Talk*, by R. Flesch; *How to Write a Speech*, by E. J. Hegarty; *How to Talk With People*, by I. J. Lee; *Successful Speaker's Handbook*, by H. V. Prochnow.

5. Books on Credit Unions: *Bergengren, R. F. — *Crusade*, Exposition Press, New York. *Boyle, George — *The Poor Man's Prayer*, (story of Alphonse DesJardins), Harper, New York. *Giles, Richard — *Credit for the Millions*, Harpers, New York. *Special rates through CUNA Supply.

6. CREDIT UNION BRIDGE. Useful articles as source of speech topics.

7. **Credit Union Yearbook*, published about June 1, annually. Has latest statistics, basic credit union information.

8. **Good Will Messages*. Eight pages pointing up value of credit union to members, employers, and community.

9. **High School Study Unit*. Describes credit unions in simple, clear terms.

10. **Woman's Program*. Credit unions from the woman's viewpoint. Contains sample talk.

11. *Speaking of Credit Unions*. Contains background facts on 14 credit union topics arranged for quick reference. Available from CUNA Public Relations Department for 50c.

*Available without charge from the CUNA Public Relations Department, Madison, Wisconsin.

Refinancing

The board of directors of our credit union adopted a ruling which requires that loans must be repaid at least 50% before they can be refinanced. Do you think that it is wrong to establish such a ruling?

ANSWER:

The average credit union member is unable to anticipate his financial condition because of sickness and emergencies that arise from time to time. Suppose a member of your credit union owed a \$60 balance on a \$100 loan and wishes to increase that loan to

\$200 to purchase an electric refrigerator. The cash price of the article is \$140 but a time payment plan would cost him \$200. Do you think your credit union would be properly serving this member if you rejected the loan because his original loan was not repaid to the required amount? The board of directors should not limit the credit committee in its actions. The credit committee can operate more efficiently and intelligently if they follow a general practice of considering each individual case on its own merits. Such rules for normal operations hamper good credit committee activity.

Uninterrupted Protection

Does insurance on my loan stop if I am sick?

ANSWER:

No. Once a loan is insured, it stays insured unless you pass the age of 60 or 70 before it is repaid. At the age of 60, it stops being insured against disability. At the age of 70, it stops being insured against death. Otherwise, once insured, always insured — until the loan is paid off.

CUNA Bonding Department Questions and Answers

(These are selected and edited questions from letters and meetings, answered by the staff of the CUNA Bonding Department.)

If a collector or a teller checks up short at the close of a day's business, should the credit union present a claim under its bond?

ANSWER:

Although most credit unions understand that the misplacement feature of the blanket bond is not intended to cover errors and omissions, there are a few who seem to have a complete misunderstanding of this type of coverage.

The most common reasons why collectors or tellers may check up short at the close of a day's business are:

1. Error in making change.
2. Complete the collection sheet or deposit slip but fail to collect the money.
3. Momentarily leave funds in a position where some outside person can take them.
4. Actually misplace an identifiable sum of money which can be proven has been in the hands of the collector.
5. Pocket funds themselves.

In cases 3, 4 and 5 a claim would be payable under either the honesty, theft or misplacement feature of the bond. You should remember that the bonding company has the right to collect from the bonded person when a claim is paid under the honesty feature of the bond. The bonding company wants to pay claims where a dishonest act has been committed, but no bonding company can continue to cover a dishonest person.

It has been found that some collectors and tellers are careless and indulge in bad business practices. This fact would not necessarily eliminate the liability of the bonding company in case of a claim, but obviously a collector or teller who operates in such fashion cannot continue to be bonded. The only recourse that a bonding company would have would be to cancel the bond on the person involved.

In cases 1 and 2 the shortages are the result of errors. These are normal operating risks which financial institutions should realize may result in an operating expense. It is possible to purchase insurance to cover this type of loss, but the cost would be greater than the normal loss due to errors. Charge such a loss to your over and short account and also credit any overages to the same account. A collector or a teller should never consistently be short in his accounts.

"Misplacement" coverage is intended to cover an identifiable sum of money which has been included in the accounting records of the credit union and has been placed in a given place on the credit union premises and has mysteriously disappeared.

If the board of directors instructed the manager of the credit union to fulfill an illegal act and the manager of the credit union carried out the instructions of the board of directors, and this act resulted in a loss to the credit union—would the 576 bond cover this loss? Would the bonding company be able to subrogate the credit union manager? Would the bonding company be able to subrogate the members of the board who instructed the manager to carry out this act?

ANSWER:

Ordinarily, I would say that the board of directors could not order the treasurer or manager to perform an illegal act and then present a claim for a loss caused by that act.

If the treasurer as a member of

the board knew that the act was illegal and, as the treasurer, still performed that act there might be a claim, and if so, the treasurer could be subrogated.

If the manager (not a member of the board) performed the act, I doubt that there would be a claim.

While the board of directors could not be subrogated, they would be breaking the law by deliberately instructing any employee to perform an illegal act and could be punished accordingly.

Public Relations notes

A monthly column of ideas, quotes and news from CUNA's Public Relations Department

P R CONFERENCE THIS MONTH

CUNA is sponsoring a three-day public relations conference at Madison, Wis., Feb. 23-25 for league personnel, and any other interested credit union people. Write the public relations department for details.

Small deeds done are better than great deeds planned. —PETER MARSHALL

NEEDLESS TO SAY

Here are some common letterwriting phrases you'll never miss. Your letters will be stronger and more friendly without them.

Let me say in reply
Permit me to state
For your information
It has come to my attention
As a matter of fact
Needless to say

To help break yourself of the "wordy" habit, take a few carbons of your recent letters and see how many such useless phrases you can eliminate.

It's still true — "A soft answer turneth away wrath."

MEETING IDEA

You don't need a piano or song leader to liven up your meetings with community singing. You can rent movies which project the words of favorite old songs on walls or screen, and provide background music to make group singing easy and fun. Most film rental libraries have these; cost is low.

Experience is not what happens to you; it's what you do with what happens to you. —HUXLEY



What's Your Score? How Educated Are Your Credit Union Members?

Maybe you are wondering just how well your credit union rates on its educational program. The following questions have been asked by many credit union leaders. Sometimes the answers have been good and at other times not so good but they have served to help plan a program with definite goals. Would you like to rate your credit union? All right, just check the "yes" or "no" box after each question. Then count the number of questions to which you could honestly answer "yes." If your total score is 9 or 10 you can consider the EQ (educational quotient) of your credit union "Excellent." A score of 7 or 8 is "Good", 5 or 6, "Fair". A score of less than 5 indicates that your educational program needs some strong medicine.

CREDIT UNION EQ TEST

1. Does your credit union have an organized educational program? Yes ☐ No ☐
2. Does your credit union have an educational committee? Yes ☐ No ☐
3. Is your educational committee active? Yes ☐ No ☐
4. Is your credit union serving 75% or more of its potential membership? Yes ☐ No ☐
5. Do at least 50% of your members save regularly? Yes ☐ No ☐
6. Does your credit union fill at least 50% of the short term credit needs of its members? Yes ☐ No ☐
7. Do 25% or more of the members attend the annual meeting and show a real interest in elections and other official business of the credit union? Yes ☐ No ☐
8. Do a majority of your members understand the credit union principles and that it is a cooperative operated for service and not for profit? Yes ☐ No ☐

9. Do 75% of the directors and committee members save regularly in the credit union? Yes ☐ No ☐

10. Do the officials of your credit union attend and participate regularly in chapter meetings? Yes ☐ No ☐

—THE MARITIME CO-OPERATOR.

Member-Get-A-Member Campaign

The Philadelphia Rex Federal Credit Union announced a Member-Get-A-Member Campaign in December of 1954. It was to begin on January 1, 1955, and run through the close of business on October 31, 1955. A prize of a trip for two people to Bermuda was offered to the person who brought the largest number of new members into the credit union.

James J. Girvan, Manager of Philadelphia Rex Federal Credit Union, reports these results: "We signed up 271 new and joint accounts. A number of these accounts were converted Christmas savings

accounts. Thus our net gain in accounts was only 95.

"On the financial side the picture is terrific. Net income is up 54% over last October. Shares are up 16% and loans are up 18%. Total loans granted are up \$83,500 over a year ago. Total assets are up 16%.

"Total expenses have decreased by 4% and gross income has increased by some 18%.

"Needless to say, what we have gained in this drive will remain with us for many years."

Pot of Gold

YES, THE POT OF GOLD can be yours some day, if you save systematically every payday. You can borrow on the installment plan, so why not save in the same manner—a little down and a little each payday. If you have obtained a loan through your credit union, why not add a little to your shares each time you make a payment on your loan—even the loose change will do. You'll be surprised how the credit side can grow.

—Fairmont Foods Buffalo Federal Credit Union.

W H Y

CREDIT UNIONS ARE NEEDED OVERSEAS

Look closer wherever you find a people hungry, poor, or without possessions, and there you will find two things: a meager living, and money-lenders who make it worse. Their grip is tragic, desperate conditions of misery and poverty, slavery on every continent of the world. This credit union has offered a real solution to this problem.

For the majority of the world's population the

money which is used to pay for their physical and financial needs is hoarded in the hands of a few. And this is the cause of the poverty which is the lot of the majority of the world's population. Credit unions have already given some of these people their first step towards freedom from poverty. It is a financial revolution, and these are only the beginning.

Read more of the story in the next issue.

MEXICO

"I am a missionary here in Mexico. The people of the field where I work are poor and in desperate need for any money which they might need. The loans which they obtain have an interest rate of between 5% and 10% monthly. At this rate they are in debt perpetually and using all of their meager wages to pay interest."

"I am contemplating going to Mexico, very soon, and I would like to be able to help the poor. I shall (please) appreciate your advice and valuable suggestions. Particularly how can I get help from outside sources, if needed."

Vietnam

"Now I am in an ICA mission in a country that complains daily about the story that increases the population and I believe credit unions might be one means to alleviate the situation they complain of. At the very least, I think local employees of the American Embassy should be sponsoring the production and the operation of credit unions."

GREECE

"The economic condition of the people is that of poverty bordering on destitution, when the harvest is poor. Finding a lot more into the economic life of the people here I found out that there was often a necessity to make a small 'short-term' loan, i.e., a loan which would be repaid in a few months or a year. I had money to lend more willing to lend it at the rate of 10% per month, and frequently found the borrower to make the loan for six months."

INDONESIA

"One of Indonesia's greatest problems is in the field of credit and banking. Most of the credit available in the country is obtained from private money lenders who charge exorbitant rates of interest. For example, it is estimated that 80% of Indonesia's million farmers who obtain credit for their operations from these lenders at rates that often are as high as several hundred percent."

GUATEMALA

"The total population of the Peten District is less than 8,000 persons and the total estimated annual income for the area is approximately \$400,000. There exists a great need for some source of small loans in the absence of any sort of banking facility within the Peten Territory. Interest rates on private loans regularly exceed 10 per cent per month."

CAROLINE ISLANDS

IN MEMORIAM

Thomas W. Doig

April 23, 1896 — December 19, 1955

Outstanding Organizer Of Credit Unions And Credit Union Leagues

THE TRAIN WAS ABOUT TO LEAVE the station in a mid-west city. An agile man was hurrying at the last minute to get aboard. From behind came a somewhat breathless call, "Hey! Hey! Wait a minute. Hey! Wait a minute Mr.". The traveler looked around and recognized a trainman to whom he had talked on previous trips coming into this Division Point. The trainman had talked about his financial troubles and at the traveler's suggestion had finally gone to the credit union located in the round house. Now the trainman caught up to him, saying: "I applied for that loan, the credit committee will grant it if you will sign my note." The traveler spoke quickly, "I must catch this train, but mail it to me. The treasurer has my address. I will sign it." But the trainman, without hesitation, said "I'll fix that." With a few words to the conductor, a nod was given to the traveler. The two were off to the round house. The note was signed, and the train took off 10 minutes late. This traveler was Thomas W. Doig.

As one reveals the anecdotes about Mr. Doig from community to community, one finds stories of trust and unselfishness.

One night, as league officials explored the ramifications of a current defalcation by a treasurer who was seemingly pressed, Mr. Doig said: "I will sign the note with you men to make up the loss."

An associate found his business threatened during an illness and Mr. Doig's signature would raise the rather large sum of money. The associate got it.

Back in the mid-depression, a man who had listened to the credit union story with the hope it would quickly change the world said, "I sure would like a job. My wife and children haven't received a regular check in the last six months." It was winter and the man had no coat. Mr. Doig gave him his coat and got him a job to organize credit unions for the Federal Credit Union Section.

Not all the notes he signed were paid. Several cost him dearly, but this did not destroy his faith in people, nor stop him from trying to help others.

The thirty-two years of Mr. Doig's credit union career began in 1923. From 1923 to 1925 was the period of securing passage of the Minnesota law; 1925-30 was taken up with practical operations of the Minneapolis Postal Employees Credit Union and a very active volunteer organizer's campaign; 1930 to 1935—he was organizer for the Credit Union National Extension Bureau; during 1935 to 1945 he served as assistant managing director of CUNA and Director of Organization and Education; from 1945 to 1955 he was the managing director of CUNA, CUNA Mutual and CUNA Supply.

Obituary of Thomas W. Doig

Thomas W. Doig was born on April 23, 1896, in Minneapolis, Minnesota, to Scotch parents, William and Isabelle Doig. He attended the Minneapolis public schools, and business college; married Beulah A. Myers on September 20, 1917; served in World War I in France; became clerk in the Minneapolis Post Office in 1919 and assistant station examiner during 1929-30.

After advocating the passage of the Minnesota Credit Union Law from 1923 to 1925, he organized the Minneapolis Postal Employees Credit Union in 1925, and served as its first treasurer.

Mr. Doig organized the Minnesota League of Credit Unions in 1927, became Assistant Executive Director of the Credit Union National Extension Bureau in 1930, a Founder of the Credit Union National Association at Estes Park in 1934, and Assistant Managing Director of the Credit Union National Association in 1935. He was elected Secretary of CUNA in 1935, and First Vice-President of CUNA Mutual Insurance Society the same year. He became advisor to the Federal Reserve Board on consumer problems in 1941, and collaborated in writing the book *The War and After* with Roy F. Bergengren. From 1945 to 1955 he was managing director of the Credit Union National Association, CUNA Mutual Insurance Society, and CUNA Supply Cooperative. St. Francis Xavier University in 1953 bestowed upon him the honorary degree of Doctor of Laws.

Mr. Doig died December 19, 1955 at the age of 59. He is survived by his wife and two daughters, Mrs. Donald Stoneman and Mrs. Leo Mulrooney; three sisters, Mrs. Jacob Gassler in Minnesota, Mrs. Jean McCumber, St. Paul, Minnesota, and Mrs. Luther Brasel, Sioux Falls, South Dakota, and a brother Hugh Doig, Minneapolis, Minnesota.

1923 to 1925

Mr. Doig Begins His Credit Union Career

In 1923 Mr. Doig read a classified ad in a magazine about credit unions. He answered it, and soon received a letter from Mr. Bergengren of the Credit Union National Extension Bureau. Prior to this inquiry Mr. Doig had helped establish the Post Office Good Will Association in Minneapolis, a burial insurance protective fund, and served as a leader in the United National Association of Post Office Clerks. The credit union idea not only appealed to Mr. Doig, but it found a very able promoter in him. He became an advocate for the Minnesota credit union law which was placed on the books in 1925.



Mr. Doig (left front) with directors of the Minneapolis Post Office Employees Credit Union

The first credit union chartered under the new law was the Minneapolis Post Office Employees Credit Union. It started with \$146.25 in 1925 and by the end of the first year had \$6,418.35 in assets. By 1930 it had \$230,000 in assets. Mr. Doig served as treasurer of this credit union.

Not only did the Minneapolis Postal Credit Union grow during this period, but approximately 70 additional credit unions were operating because of the volunteer efforts of Mr. Doig. In 1927 the Minnesota league was organized, and in 1930 it became the first self-sustaining league to hire a full-time managing director.



T. W. Doig and E. A. Filene

Beginning February 1, 1930, as a full-time credit union organizer for the Credit Union National Extension Bureau, Mr. Doig was organizing new credit unions steadfastly week by week. In Baton Rouge, Louisiana, he organized seven credit unions in one day.

His territory covered the whole United States in the beginning. He was seldom able to provide follow-up service to new credit unions, but he left something with the credit unions which he organized that gave them strength to succeed. Not many organizers can match his record of so few liquidations. One point stressed in his organization talk was, that the credit union offered an opportunity to "do a little something to help fellow workers"; that we could use it to make "life just a little easier", and "just a little bit better"; and that "it offered a way to make the world a little better to live in."

Groups by the hundreds accepted his encouragement

and tried the credit union idea. As they tried to help their brothers "a little", they soon found themselves doing more and more to be helpful.

Mr. Doig was soon well on his way to the organization of over 1,000 credit unions. There are many ways in which to make great contributions to the world, but it is hard to equal the contribution of those who bring service to as many people as is within their power.

Sandwiched into this busy period was a trip to Europe, with Mr. Bergengren and his family, to study cooperative credit in 1933.

In 1934 came the Estes Park conference to establish the Credit Union National Association. Mr. Doig's contribution at Estes Park has been particularly recognized in the leadership he furnished for financing the movement through dues as opposed to profits from subsidiary business activities. Speaking on dues Mr. Doig said, "If the credit union movement is to function with complete freedom in its effort to better the economic condition of large numbers of people . . . it must be owned by credit union members, be supported by credit union members and keep itself free from alliances of any kind. If you and I wish to control the activities of the credit union movement and make it perform a maximum service for credit union people, then we must pay the bill. This can be done only through a direct tax in the form of dues . . . they represent and guarantee ownership and freedom of thought and action."



CUNA Staff at Raiffeisen House

During this period Mr. Doig served as assistant managing director of CUNA and director of the CUNA field staff. Thirty-one states and the District of Columbia were represented at the first National Board. The early problems of this period were to speed up the formation of credit unions, to establish more leagues, and to get league programs underway. The development of credit unions in Canada was soon added to the program.

World War II brought new problems. Mr. Doig became an advisor on consumer credit to the Federal Reserve Board. Eyebrows were raised at these sessions because there was a capable spokesman who understood the needs and the trustworthiness of average people.

Talking to credit union people at that time Mr. Doig said, "Let's buy Defense Bonds. Let's work harder than ever before. Let's deprive ourselves of luxuries, but . . . let's preserve democracy at home . . . and let's preserve that part of democracy which is the credit union."



Mr. Doig at his desk in Filene House

This period of 10 years following the war has been one of unprecedented growth. One of Mr. Doig's first contributions in his new position was the development of understanding and cooperation between the Executive Committee, the CUNA Mutual Board, and the CUNA Supply Board through the Joint Committee idea. This period has become the era of unequalled league development; the Canadian Branch and the Washington office were established; Filene House was built; the number of credit unions more than doubled to 21,000; "King's X" movie was created; Credit Union Day was established; Public Relations, Radio and Magazine Advertising, and the CUNA Automobile Insurance Department were established; CUNA House was built; the FAMILY CREDIT UNION DIGEST was created; World Extension, Advertising and Promotion and the 100% Bond Program were introduced.

Not all these successes were personally pioneered by Mr. Doig. For periods of time he opposed members of his staff that proposed them, but as the practicality of the idea was made more evident he altered his opposition to support. He did not stifle the right of staff people to express themselves and thus lost proposals of his own.

Under his leadership, however, he gathered around him a devoted and conscientious staff. Often the seeming misfits of one year among the staff members turned out to be the gems in the next few years. On the other hand, Mr. Doig has been a determined buffer against the growing, changing leadership which with limited or no experience on many phases of endeavor swerved away from basic principles. He insisted that the movement concentrate in the personal loan field in order to save people from the ruthless clutches of greedy money lenders, and to provide "a little better life".

"Credit union experience cries out urging us through faith to continue our liberal lending policies, with courage to stretch out a helping hand to the less fortunate of our members, and with love for our fellows to bear in mind that the motive of the credit union is SERVICE and not profit. Credit union experience tells us that with faith, courage and love we are bound to attain success . . ."

The importance of our leagues and national association caused him to remark, "You and I banded together, can make this world a better place in which to live." Later in his report to the National Board, "Into your hands has been delivered a powerful instrument for good. Upon your shoulders rests a heavy responsibility for the conduct of the affairs of this great movement. Six million people look to you for leadership . . . Abundantly we have received a great gift from Raiffeisen, DesJardins, Filene and Bergengren . . . Because we have been given much, we too should give, and thus express our gratitude for gifts received from previous generations . . ."

Mr. Doig's favorite piece of literature was a prayer written by St. Francis of Assisi:

LORD

Make me an instrument of Thy Peace!

Where there is hatred . . . let me sow love
Where there is injury . . . pardon
Where there is doubt . . . faith
Where there is despair . . . hope
Where there is darkness . . . light
Where there is sadness . . . joy.

O DIVINE MASTER

Grant that I may not so much seek
To be consoled . . . as to console
To be understood . . . as to understand
To be loved . . . as to love;

for

It is in giving . . . that we receive;
It is in pardoning . . . that we are pardoned;
It is in dying . . . that we are born to eternal life.

The Things I've Tried to Hide . . . My Son

By T. W. Doig

If I were talking to a son of mine
I'd try to help him all along the line.
I'd tell him of mistakes I've tried to hide;
I'd talk to him as I've set forth inside.

When twenty-one and life before me lay
It seemed retirement years were far away.
It didn't seem worth while to save just then.
We put that off till the future—when?

When thirty-one, with family and with friend,
Life I enjoyed, and thought not of its end.
We bought a little life insurance then
But put off planning thoroughly—till when?

When forty-one and thoroughly awake
To many of the risks we daily take,
Our needs were great—we could not save just then,
So we delayed our saving—until when?

When fifty-one life seemed to press me sore,
Yes, harder than it ever had before.

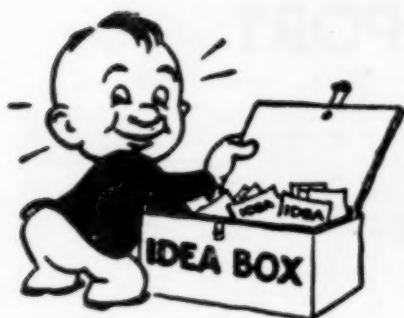
Yet I must save for years were fleeting then
Retirement seemed so near and death—well, when?

When sixty-one—with working days most o're
My chance behind me lay and not before.
I should have saved in younger days—but when?
Well since I can't save now I should have then.

When you are young and life before you lies,
That is the time to open wide your eyes.
You should not put off saving until when
Your only time to save, my son, is then.

Retirement, death and taxes, these are sure.
Prepare for them e'en though you must endure
A little hardship in your early years.
'Tis better than to spend old age in tears.

Plan, work and save, make this your way of life
And in your planning think of child and wife.
What will they do should your demise come soon?
'Tis later than you think, my son, act soon.



Idea Exchange

The Credit Union Bridge suggests:

1. that you mark and use the ideas which attract you.

2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.

3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.

4. that each release contains full directions as to where and when credit union service is available.

Please send copies of all your publicity material to The Credit Union Bridge. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

Attention Members

Your credit union wishes to take this opportunity of thanking you members for making possible it's most successful year. Two thousand eight hundred and four school employees have expressed their confidence in our credit union by increasing their share balances to a high of \$1,462,872.79 and making 2162 loans totaling \$1,362,842.25, with one more month yet to go in figuring this year's growth.

Our new office building at 2815 H Street is also something for which we can thank our members.

We realize that this success and growth has been possible only because our members have used the credit union for the benefit of all. We sincerely hope that this will continue, and that 1956 will be an even more successful year than 1955.

—Revised from Kern County School Employees Federal Credit Union, Bakersfield, California.

Save on Appliance Purchases

Our records indicate that not enough employees are using the services of their credit union when buying home appliances.

Many do not realize that in most cases they are paying ten percent or more in addition to the purchase price of the article when they buy on "easy payments". In other words, an article purchased for \$100 actually costs them \$110 by

the time the "easy payment" carrying charge is added.

A loan from your credit union would cost about \$6.50 per hundred dollars for 1 year; paying faster would reduce cost. Unpaid loan balances, with few exceptions, are insured against the death or permanent disability of the borrower at no added cost to the member.

In most cases when a purchase on the "easy payment" plan is made, the purchaser signs a conditional sales contract which specifies that the ownership of the article remains with the dealer until every cent of the purchase price and "easy payment" charges are paid.

Come to your credit union first when you are ready to make a purchase. You will be well paid for it by the savings in charges and other credit union benefits.

—Contributed by Elgin Credit Union News, Elgin, Illinois.

Manager's Corner

Several times recently, I have had members come in to see what it would cost to borrow money from the credit union. In each case, they had already financed a

purchase elsewhere, and had paid the "minimum charges and fees".

True, we refinanced most of these. But by that time the member had already paid out more than was necessary. They each resolved to come to their credit union first, next time.

Credit unions evolved because of the need for low-cost financing, and because they are cooperative, self-help organizations they may safely use more liberal methods than other financial agencies.

I would like to see all of our members using the service of our own credit union, and I am eager to figure the exact cost of a loan for each of you. In each instance I have checked, the credit union way afforded a very substantial savings to the member.

—Greys Harbor Rayonier Federal Credit Union, Hoquiam, Washington.

Leaking Boat

Sometimes it is just as hard to make a budget work as it is to keep an old boat from leaking. Added expenses keep coming in, especially when one is on vacation, and you sometimes don't realize it until you are about to "sink".

Your credit union makes it possible for you to keep those leaks down to a bare minimum. You can plan that vacation and be sure of having enough "corkage" to see you through.

You do not have to withdraw those hard earned savings. You can borrow the amount that you need for your purpose and use your shares as collateral and get the money immediately.

—CREDIT UNION NEWS, Tampa, Florida.

Wise Men Say

•• Of all the things you wear, your expression is the most important.

CONFIDENTIAL



DON'T SAY A WORD ! ! !

"I understand you can borrow money from our EMPLOYEES CREDIT UNION at the LOWEST INTEREST RATES to be found anywhere !!!!!!!!!!!!!!!"

"Yeah, who do I see to get in on this good deal?"

"The Credit Committee"

STATISTICAL REPORT

AS OF DECEMBER 31, 1955

District	1955 1954			
	Dec.	Dec.	Fiscal	Fiscal
	'55	'54	Year	Year
Southern	22	30	358	366
Eastern	12	20	217	245
Western	15	22	271	309
Northeastern	11	5	145	188
Midwestern	7	8	79	125
Central	18	41	228	287
Canadian	18	17	196	256
	113	143	1494	1770

SOUTHERN DISTRICT

Henry Claywell, Florida, O & E Committee Member			
Dominica	6	0	11
Oklahoma	2	0	13
Alabama	4	0	27
Texas	8	6	192
South Carolina	2	2	14
Kentucky	1	2	21
Georgia	0	2	9
Arkansas	1	0	2
Brit. Honduras	2	1	24
Tennessee	1	9	35
Louisiana	0	0	9
North Carolina	0	0	12
Jamaica	0	0	5
Dominican Rep.	0	0	9
Mississippi	0	2	3
Puerto Rico	3	0	35
Florida	2	6	30
B. S. America	0	0	0
Canal Zone	0	0	0
Virgin Islands	0	0	0

EASTERN DISTRICT

Joseph A. Moore, Pennsylvania, O & E Committee Member			
West Virginia	1	0	11
Delaware	0	0	3
Pennsylvania	6	10	73
Maryland	1	1	14

Dist. of Col.	0	2	6	13
Virginia	0	0	11	22
Ohio	2	6	72	60
New Jersey	3	1	27	49

WESTERN DISTRICT

W. G. Lonergan, Washington, O & E Committee Member			
Washington	0	1	18
New Mexico	0	0	13
Colorado	1	1	20
Idaho	1	0	10
Arizona	1	3	20
Montana	2	0	13
Hawaii	0	1	7
Alaska	0	0	1
Nevada	0	0	4
Oregon	0	0	19
Wyoming	0	0	2
Utah	3	5	13
California	7	11	131

NORTHEASTERN DISTRICT

L. B. Kilburn, Connecticut, O & E Committee Member			
New Hampshire	0	0	4
Vermont	0	0	8
Rhode Island	0	0	5
Connecticut	1	0	22
Massachusetts	3	0	31
Maine	0	1	7
New York	7	4	78

MIDWESTERN DISTRICT

W. O. Knight, Jr., South Dakota, O & E Committee Chairman			
Kansas	3	0	19
Minnesota	1	3	17
South Dakota	0	0	5
Nebraska	0	0	2
Missouri	3	5	27
North Dakota	0	0	2
Iowa	0	0	7

CENTRAL DISTRICT

Glenn R. Cotts, Michigan, O & E Committee Member			
---	--	--	--

Indiana	0	2	22	18
Wisconsin	2	2	30	46
Michigan	7	17	83	103
Illinois	9	20	93	120

CANADIAN DISTRICT

J. L. Thompson, Manitoba, O & E Committee Member			
Manitoba	8	2	14
Alberta	2	6	17
New Brunswick	0	0	3
Brit. Columbia	1	3	25
Nova Scotia	1	0	4
P. Edw. Isl.	0	0	0
Saskatchewan	3	1	6
Quebec	2	1	27
Ontario	1	10	100
Newfoundland	0	0	0

1955 National Director

Honor Roll

H. M. Cawley, Colorado	1
C. O. Cherry, Colorado	1
R. T. Lagerman, Colorado	1
Karl V. Nilsson, Idaho	1
Lauren Plummer, Kansas	1
Lloyd V. Richmond, Montana	1
Joseph A. Flannery, New Jersey	1
Oliver K. Palm, New York	1
Dr. E. Dean Anderson, Oregon	1
James J. Girvan, Pennsylvania	1
John L. Quinlan, Texas (A)	1
Karl Little, Utah**	3
Myron Steele, Utah (A)	1
Rex J. Winchester, Utah	1
Frank Beard, Virginia	3
A. J. Kuehl, Washington	1
W. G. Lonergan, Washington	1
Lloyd R. Mansfield, Washington	1
E. E. McElvain, Washington	1
Harry M. Daley, New Brunswick	1
Rene Lachapelle, Quebec	2

** Part-time employee
(A) Alternate Director

1955 Volunteer Organizers Contest

L. P. Davis, Texas	9
R. D. Leininger, Kentucky	5
A. R. Parsons, Arizona	4
Clifford Way, Ontario	4
Frank Beard, Virginia	3
O. L. Cannon, Texas	3
William Corl, Ohio	3
C. F. Pratt, California	3
Earle Reed, Ontario	3
Frank Williams, Montana	3
Mrs. Lillian Bigman, Louisiana	2
Laurence Cockburn, Ontario	2
J. Hullen, California	2
Jack L. Kent, California	2
Rene Lachapelle, Quebec	2
James R. Taylor, Montana	2
G. R. Beidler, Pennsylvania	1
O. F. Burdort, Texas	1
Ivan Dergoueff, Brit. Columbia	1
Joseph Dermenstein, Louisiana	1
R. W. Eckard, Ohio	1
C. D. Fleming, Louisiana	1
Richard Fransen, Utah	1
Francis J. Genotte, Illinois	1
Ernest Glanville, Kansas	1
J. L. Hanskecht, Michigan	1
Edward W. Hickey, Maryland	1
Beaman Jones, Texas	1
Harry Karel, Michigan	1
Harry Lowrey, Louisiana	1
Chester Mercer, Illinois	1
Arthur Moen, Washington	1
Paul L. Moore, Kentucky	1
J. W. Nabours, Louisiana	1
F. A. Olander, Louisiana	1
Robert Parker, Louisiana	1
Roy B. Schaefer, Louisiana	1
Rudolph Stahl, Louisiana	1
Ivor Trapolin, Louisiana	1
C. Y. Voight, Louisiana	1
Dr. Raymond Witte, Louisiana	1
W. C. Wylie, Texas	1

113 New Credit Unions Reported During December

BY W. B. TENNEY, Asst. Dir.
Organization and Education

THERE WERE 113 new credit unions reported during December, bringing the fiscal year total to date to 1494. This compares with 143 credit unions reported during December of 1954, and a fiscal year total for the same period of 1770.

Illinois took over first place honors for the month with a score of 9. Texas and Manitoba were tied for second place with scores of 8 each. Michigan, California, and New York shared third place spot with scores of 7 each, while Dominica and Pennsylvania fought over fourth place with scores of 6 each. Puerto Rico, Utah, Saskatchewan, Massachusetts, Kansas, and Missouri rounded out the top five in a tie with scores of 3 each.

Washington lost out in the race for senior membership in the One-or-more-each-month club during December. The following junior members are still working toward senior membership at the end of next February: Alabama, Louisiana, and New Jersey.

The senior members of the club (California, Ohio, Texas, Illinois,

Michigan, Florida, Missouri, Ontario, Pennsylvania and New York) each added another month to their string, and we sincerely hope that they will be able to retain that fine record.

There were no districts during December that were able to reach

or exceed their score for the same month last year.

A total of 26 credit unions were organized by 19 Directors and 2 Alternates.

To date 42 Volunteer Organizers have reported a total of 78 credit unions in the 1955 contest.

Volunteer Organizers' Contest Rules

ENTER THE CONTEST RIGHT NOW—TODAY! Follow these simple rules:

1—Send a letter or postcard to H. B. Yates, Managing Director, Credit Union National Association, Post Office Box 431, Madison 1, Wisconsin, stating your desire to enter the contest, and listing any credit unions you have organized since March 1, 1955.

2—Soon after the organization of each additional credit union, advise Mr. Yates of that fact by letter or postcard.

3—On or before March 31, 1956, send Mr. Yates a complete list of the credit unions you have organized during the contest period. With your letter of entry, ask for the free Volunteer Organizers Kit.

The contest runs from March 1, 1955 through February 29, 1956. Every contestant who organizes one or more credit unions will receive a gift copy of "Liberal's Progress", the biography of Edward A. Filena, written by Gerald W. Johnson. In the event a contestant has previously been awarded one of these books, he will be given a choice of the following books—"Crusade", by R. F. Borgstrom; "The Poor Man's Prayer", by George Boyle; or "Credit for the Millions", by Richard Giles. Contestants

who organize five or more, other than the winner of first place, will receive an award of \$50.00. The contestant who organizes the greatest number of credit unions will have a choice between:

1—A check for \$100, or registration fees (value \$150) paid to attend the 1956 two weeks School for Credit Union Personnel at the University of Wisconsin in Madison; or a Lord or Lady Elgin wristwatch suitably engraved.

2—Expenses to attend the CUNA Annual Meeting in Milwaukee, Wisconsin, in May, 1956, or expenses to attend the School for Credit Union Personnel, 1956 session.

In event of a tie for first place, each contestant so tied will receive the No. 1 award, but the contestants so tied will be rated according to the following categories in regard to No. 2: (1) Number of league members among the credit unions organized (2) Number of CUNA Mutual Loan Protection contracts among the credit unions organized (3) Number of CUNA Mutual Life Savings contracts among the credit unions organized (4) Number of CREDIT UNION BRIDGE subscriptions among the credit unions organized. If contestants remain tied all through the above categories, then each would receive the complete award.

Across the desk

By Stanley Harris



A SERIOUS ACCIDENT occurred to one of our co-workers a few weeks ago. The problems he faced drove home the value of the medical payments coverage available with the liability part

of our automobile insurance. He was driving home with his wife and daughter from a neighboring city when an oncoming car, for no apparent reason, swerved and met them head on. His wife died in a matter of hours and both he and his daughter were hospitalized. For him it will take months for a broken hip to mend.

Helpless after the first shock of the tragedy and relief from severe pain, the worries commenced. All the immediate obligations were wholly unforeseen. What about funeral arrangements and expenses? How would he be able to give his daughter all the care she needed? What about his own expenses which would go on perhaps for months? What to do about the demolished new car?

Friends and relatives were on hand to help, but to his surprise Medical Payments paid the funeral expenses for his wife and other hospital costs for his wife and daughter, and will probably provide for most if not all of his own care while liabilities and means of meeting present expenses remain undetermined.

Naturally my co-workers have asked questions about Medical Payments protection. The newest medical payments plan now available in most states is known as "Extended Medical Payments". It covers medical, hospital, and similar expenses resulting from accident for you, your wife or husband—and relatives of either living in your household—while passengers in any automobile, bus or taxi, or while a pedestrian and struck by an automobile. In this particular case, it nearly happened that there might have been guests traveling with them. Had it happened, they, too, would have been helped in the same way.

Surprisingly, very few car owners are aware of the fine protection described here, and frequently have to be urged to provide even the minimum amount.

Responsible Employees Build an Organization

Public relations is not something just one man in the front office has to worry about.

It's the way the employee refers to the boss, away from the plant.

It's the way callers are handled, even salesmen from whom we do not intend to buy.

It's the way we deal with our members, both big and small.

It's the way employees act in the community.

It's the way everyone answers the phone.

It's the combined opinion of every individual—little, average and big—in the community, of our organization.

— UNICO REPORTER

John W. Withrow Dead

JOHN W. WITHROW of Cincinnati, since 1954 field representative for the Ohio Credit Union League, died suddenly at his home on December 22 following a heart attack.

Mr. Withrow was one of the original signers of the constitution for the Ohio Credit Union League, a past president of the league and one

of the founders of the Cincinnati Chapter of Credit Unions.

Prior to joining the league's field staff Mr. Withrow had served the U. S. Engineer Corps for 27 years in legal capacities.

What Is Loan Protection Insurance?

Loan Protection insurance pays the insurable loans of members who die or are disabled. It's paid for by the credit union. Developed by the credit union movement in 1935 and widely copied since, it's an outstanding example of how credit unions serve their members.

—From CUNA Mutual Booklet LP-1.

Thought For The Month

Education means drawing out of people the best that is in them. It does not mean just pouring preconceived ideas down a funnel, hoping they will stick in someone's head. Effective educational work depends not upon how much rushing around the educator does but upon how much constructive activity he can bring about among the people he is trying to educate.

—Jerry Voorhis.



what kind of life insurance costs half as much?

Facts you should know about CUNA Mutual Renewable Term!

- 1 You can renew it automatically as often as you wish up to age 65 without physical exam. Just pay your next premium.
- 2 Your premium rate starts low, and increases slightly according to your age each time you renew.
- 3 You cannot "cash it in" like ordinary life insurance, but
- 4 You can convert it to ordinary (level premium) life insurance anytime without a medical exam, paying the premium rate for your then-attained age.
- 5 For a small additional premium, you can add a Disability Premium Waiver which pays all your premiums if you are totally and permanently disabled before 65.

It's CUNA Mutual Renewable Term Insurance—the temporary kind of life insurance that runs for a specific number of years rather than for life. At any starting age, it costs you about half as much as permanent life insurance.

Here's just the ticket for growing families! It gives you twice as much additional protection for the same money during the critical "growing up" years, when you have to guarantee a future income for your family! Later, you can drop the term insurance or convert it to ordinary life.

Most policyowners prefer One Year Renewable Term, which can be renewed or adjusted year by year. At age 35, the annual premium per \$1,000 is \$8.65. The rate goes up slightly each year.

Renewable term contracts for 5, 10, and 15 years are also offered for those who prefer a level premium rate, averaged over the length of the term.

MAIL THIS

COUPON FOR

FULL DETAILS

NO

OBLIGATION!

☐ Tell me more about Renewable Term Insurance.

☐ Send me a Counseling Form — I think I need some free advice about my insurance.

2-56

CUNA MUTUAL INSURANCE SOCIETY

MADISON, WISCONSIN

HAMILTON, ONTARIO

DATE OF BIRTH

NAME

ADDRESS

CREDIT UNION

Classified ADS

Cost per line \$1.50
6 successive times 1.25
12 successive times 1.15

NO CHARGE to leagues or credit unions announcing openings for personnel or to offer significant items of used equipment for sale; or to individuals wanting credit union employment. The right to reject any ad is reserved.

POSITIONS AVAILABLE AS FEDERAL CREDIT UNION EXAMINERS—Openings as credit union examiner with the Bureau of Federal Credit Unions are available in several locations in the United States.

Three to four years of experience and/or college training in accounting are necessary to qualify. For further information write to the Bureau of Federal Credit Unions, Department of Health, Education, and Welfare, Washington 25, D.C.

EDUCATOR-ADMINISTRATOR wishes to enter credit union field as education director or any appropriate work on a comparable level. Several years of personnel administration work in very large company. Past experience includes high school teaching and writing. 32 years old, married and five children. A.B. degree from an Eastern University. Write A-19, The Credit Union Bridge, P.O. Box 431, Madison 1, Wisconsin.

Mark Twain's Neighbor

MARK TWAIN ONCE ASKED a neighbor if he might read a set of his books. The neighbor replied ungraciously that he was welcome to read them in his library, but he had made it a rule never to let a book leave the house.

Some weeks later, the same neigh-

bor sent over to ask for the loan of his lawnmower.

"I shall be very glad to lend you my lawnmower," said Mark Twain, "but since I made it a rule never to let it leave my lawn, you will be obliged to use it there."

Wise Men Say

• • You cannot create prosperity by law. Sustained thrift, industry, application, intelligence, are the only

things that ever do, or ever will, create prosperity. But you can very easily destroy prosperity by law.

—Theodore Roosevelt.

Liberty Defined

"THE REAL DEMOCRATIC American idea is not that every man shall be on a level with every other, but that every one shall have liberty, without hindrance, to be what God made him."—Henry Ward Beecher.



CUNA's 1956 Tour to Europe

Highlight of the 1956 CUNA European Tour is a visit to Bonn, Germany, birth place of the credit union idea and headquarters of the Raiffeisen and Schulze-Delitzsch societies. Pictured above are members of the 1955 CUNA Tour group with officials of the Raiffeisen and Schulze-Delitzsch organizations outside Schulze-Delitzsch House in Bonn.

The three-week tour scheduled from July 9 to 30 takes you to London, Paris, Rome, Florence, Milan, Lake Como, Lucerne, Stuttgart, Bonn and Copenhagen. The cost is \$979 which includes a round trip flight via TWA and SAS, accommodations in superior second class hotels, two meals a day (a third meal may be provided in some places), all tips, a 6-day tour from Rome through Northern Italy, Switzerland and Germany by specially chartered deluxe motor coach and a variety of sight-seeing trips on each stop. For full details send in the coupon below.

If your Credit Union
has paid employees ...

send for this
free booklet,



"A Retirement
Program for Credit
Union Employees"

You can improve your employees' security, morale and performance through this tax-exempt retirement plan designed for credit unions and approved by the U. S. Internal Revenue Service.

Mail the coupon today!

CUNA RETIREMENT SAVINGS FUND
FILENE HOUSE, MADISON 1, WISCONSIN

Please send us the free booklet and application form

NAME _____

CREDIT UNION _____

ADDRESS _____

CUNA World Extension Department
CREDIT UNION NATIONAL ASSOCIATION
P. O. Box 431
Madison 1, Wisconsin

Gentlemen:

Please send me full details on the CUNA Credit Union Tour to Europe.

Name _____

Address _____

City _____

State _____

Credit Union _____

GET BOTH FROM BURROUGHS

- 1 a **SENSIMATIC** accounting machine—faster by far
- 2 an accounting **SYSTEM** specially designed for credit unions



Here's a combination—the Burroughs Sensimatic Accounting Machine and the Burroughs Accounting System for Credit Unions—that gives you the fastest, simplest, lowest-cost accounting operation yet devised.

The machine—the Burroughs Sensimatic—handles all your accounting jobs . . . posts share and loan ledgers with either passbook or statement . . . automatically calculates and posts paid-in shares . . . automatically computes share months for dividend calculations. What's more, a simple key flick converts it to a convenient adding-subtracting machine.

As for the Systems (either payroll or window plans), they were designed for credit unions by accounting experts. They take full advantage of the Sensimatic's speed and versatility, and have the endorsement of both the Bureau of Federal Credit Unions and the Credit Union National Association.

For more information, fill in and mail the coupon. For a demonstration, *without obligation*, call our nearest office.

FREE booklet outlines your savings with Burroughs Credit Union Systems.

BURROUGHS CORPORATION
Detroit 32, Michigan

In Canada—Burroughs Adding Machine of Canada, Limited, Windsor, Ontario

FASTER
services to
members

EASIER
operation

LOWER
operating
cost



APPROVED
by BFCU
and CUNA

Throughout the U. S. and Canada there are 639 Burroughs service points, with factory-trained personnel, to serve you—so that efficient service and genuine Burroughs parts are always available to your Credit Union.

Burroughs and Sensimatic are trade-marks

WHEREVER THERE'S BUSINESS THERE'S



Please send me a copy of the booklet "For the First Time—Low-Cost Speed and Efficiency in Credit Union Accounting."

NAME _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____
TITLE _____
CREDIT UNION _____

CU-59

The Way I See It

(Continued from page 2)

Another New Zealand Credit Union

TO: CUNA WORLD EXTENSION DEPARTMENT

I am happy to inform you that St. Mary's Parish Credit Union of Hamilton, New Zealand, is now a reality and I would like to record here our very best thanks for all the assistance you have given us in this matter.

The city of Hamilton has a population of some 35,000 and St. Mary's Parish is the principal parish in the city. Our first interest in credit unions came from articles which appeared in our Catholic weekly newspaper "Zealandia" and which gave information concerning the excellent work being done in Fiji by Father M. Ganey, S. J. In the first place we contacted Father Ganey and it was at his suggestion that we addressed our next communication to you. As you are doubtlessly already aware, the Catholic Church has taken a very considerable interest in the credit union movement and it is entirely for the reason that we wish to give our parishioners the same benefits of membership as apply in your country that we have made this first beginning.

Your offer of continued assistance is greatly appreciated and we shall certainly have no hesitation in calling upon you to help us in the solution of any problems we may encounter in the future.

—T. C. Mitchell, Hamilton, New Zealand.

CUNA Orientation Program

(Fieldman William "Bill" Atkins has returned from attending the CUNA Orientation Program at Filene House, Madison, Wisconsin. Here is Bill's story of the trip.)

During the week of September 18, I was assigned to the pleasant task of attending the CUNA Orientation Program presented at Filene House, Madison.

One is impressed, even on approaching the building for the first time, that here is a structure and a group of people dedicated to an ideal that each of us see daily in our individual credit unions.

Filene House itself is a modern building, efficiently equipped, and efficiently staffed. There is but one thought in the minds of those employed by CUNA: how to make our credit unions and the credit union

movement safer, stronger and give more service for the individual member.

The CUNA Orientation Program has a two-fold purpose. First, it gives those of us who work in the field an opportunity to meet some of the credit union leaders, know and understand some of CUNA's problems, and have introduced and explained to us some of the tools that are being made available for field use. Secondly, the program allows the field personnel to bring their problems to CUNA, where often experience has already provided the answer. This two-way contact also serves to keep CUNA abreast of current trends.

Each department of CUNA, CUNA Supply, and CUNA Mutual has its functions explained to the group by some of the key staff personnel. Here at Filene House, everything from organization to supplying a credit union with a mat of the Umbrella Man is covered. There are departments for Advertising, Public Relations, Insurance, Bonding, THE BRIDGE, Supply and many others too numerous to mention.

For me, the highlight of the week occurred when Mr. Charles F. Eikel, Assistant Managing Director of CUNA, spoke to the group. It was on this occasion that I was presented with my Founder's Club emblem.

In reviewing the program, I find that those who attend, leave Filene House with a new insight in the credit union movement, a keener interest in their work and a renewed desire to make a career for themselves in the credit union movement.

—THE VIRGINIAN.

Dividends Made Easy

TO: CUNA SUPPLY COOPERATIVE

My office has received so many calls since our last chapter meeting concerning these new methods of figuring dividends that I will make another explanation of it at our chapter meeting Friday night and will tell them that the tables are in the November (1955) issue of the BRIDGE and suggest that if they do not have this issue to write for one.

Don't believe it would be advisable to stock these tables, but do think the system should be given more publicity in the BRIDGE as it does save at least 50% of the work involved in figuring dividends.

—Leo B. Seldon, Treasurer, Tampa A. C. I. Employees Federal Credit Union, Tampa 2, Florida.

CUNA Mutual Life Savings Insurance At Low Cost

LIFE SAVINGS INSURANCE costs only 65c per month for each \$1,000 of insurable savings. This cost is reduced by generous dividends. Many credit unions find that the cost is completely offset by the increased income it brings to the credit union.

—From CUNA Mutual Booklet 15-1.

Wise Men Say

- Prejudice is a great time saver. It enables you to form opinions without having to get the facts.
- The future of our country depends upon the sound, sane, thinking of its citizens. —THE COOPERATIVE BUILDER.
- Some men are stopped by difficulty. The reason they are stopped is that they do not have the energy or intelligence to figure a way out.

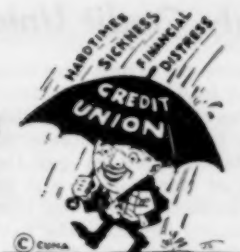
How Harold E. Cannedy Organized a Credit Union

"I became interested in organizing a credit union when a friend of mine (also a member of my church) told me that he had to borrow money on his insurance policy to pay for his wife's dental work.

"As the friend was one of many city employees, I thought it would be very nice to arouse all city employees about the benefits of credit unions. I talked with small groups of city employees and with the Mayor and City Attorney. Most every one sensed the need of a credit union. However, a small minority worked against it. To meet this resistance we continued to talk on street corners, in city buildings and with people of high regard in the various departments.

"This led to a call of all city employees and then to an organization meeting of the Alton Municipal Employees Federal Credit Union."

FAMILY DIGEST



Volume 20

P. O. Box 431, Madison 1, Wisconsin; P. O. Box 65, Hamilton, Ontario

Number 12

Shopping Hint

WHEN SHOPPING FOR CREDIT, don't be misled by percentage quotations of interest—compare the dollar cost. Multiply your total monthly payment (principal, interest, and other charges) by the number of months you will be paying and subtract from that product the price of the purchase (or the money borrowed)—the difference is your dollar cost.

Is Your Husband Guilty?

YOU WIVES ought to know. Does your husband rush down and buy a car or a refrigerator and never ask what it costs you on the time payment plan? You pay more that way. Have him stop in and let Harold show him how a credit union loan will cost you lots less. Loan Protection insurance without additional charge, too.

—Greys Harbor Rayonier Federal Credit Union.

Disagreeable Climate

THE LOCAL WEATHERMAN was so often wrong in his predictions that he became the laughing stock of the community. He put up with the teasing for as long as he could stand it. Then he applied for a transfer to another station.

"Why," wrote headquarters, "do you wish to be transferred?"

"Because," the forecaster wrote back, "the climate here doesn't agree with me."

—Sunshine Magazine.

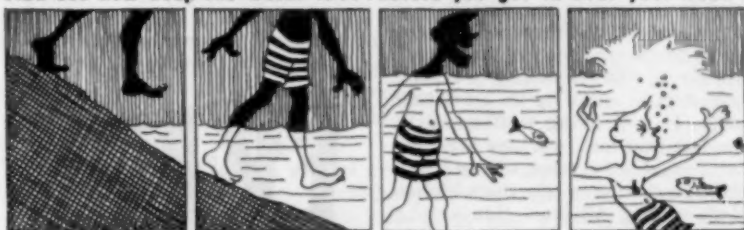
Question of the Month Co-Maker Responsibility

When a co-maker signs a note with another co-maker, is he liable for only half of the balance due if the maker of the note fails to pay the obligation?

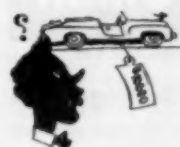
ANSWER:

When signing a note as a co-maker it should be made clear that all signers are responsible for the full amount of the note in event of default. However, if both co-makers are available, arrangements may be made to have each pay his share of the balance.

Find out how deep the water is... before you get in over your head!



Let Your Income Be Your Guide . . .



YOU KNOW WHAT YOUR INCOME IS. You know what your weekly obligations are. Keep both in mind when you're considering a major purchase. Your credit union can help you make the right decision. And if you do decide to buy, remember, that a credit union loan costs you less.

Maybe Your Credit Union Can Help You To A New Start!

Whenever you owe more money than you have, it's easy to get in deeper and deeper and deeper. Always remember that your Credit Union will go to almost unbelievable lengths to help you . . . help yourself.

Some people are thrifty by nature. Some have to learn its value. Some need help in budgeting their money. Some need an occasional lift

Before you
take that
next step...



over a hurdle. This is true of people everywhere. And that's why there are credit unions in the first place.

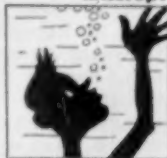
stop and think!



Your credit union makes it easy and profitable to save, and will lend you money inexpensively for worthwhile purposes. It offers counsel and guidance and provides benefits not available at any other kind of financial organization.* It's no secret that interest is charged on such loans. The amount depends on the size of the loan and the length of time it is used. This money is used to pay for things like the insurance benefits automatically enjoyed by members normally insurable, the handling of the services provided by the credit union and the people it takes to provide them.

*For example, credit union life-savings insurance and insurance on credit union loans is automatically

and avoid
missteps!



extended by most credit unions — without cost to the member — to normally insurable members who make credit union loans or start savings accounts. Your credit union official will gladly supply all details just for the asking!

—NCR Employees Credit Union, Dayton, Ohio.

What Is a Credit Union?

A CREDIT UNION is a means through which the individual dignity of man may be restored or replenished. It is a refuge for families in distress, and a broad stairway to a more full life for all who are willing to expend the effort to climb up its ascending steps. It is a living testimonial to the fact that men, working together for mutual betterment, will be lifted through their own effort to a higher plane of life. All these things your credit union may be — what it is depends upon what you, individually, will strive to make it.

—Trumbull Electric Employees Federal Credit Union, Plainville, Connecticut.

The Art of "Getting Along"

SOONER OR LATER, a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take. He learns that it doesn't pay to be a sensitive soul; that he should let some things go over his head like water off a duck's back. He learns that he who loses his temper usually loses out. He learns that all men have burnt toast for breakfast now and then, and that he shouldn't take the other fellow's grouch too seriously. He learns that carrying a chip on his shoulder is the easiest way to get into a fight. He learns that the quickest way to become unpopular is to carry tales and gossip about others. He learns that it doesn't matter so much who gets the credit so long as the business shows a profit. He learns that every person is human and that it doesn't do any harm to smile and say "Good Morning" even if it is raining.

He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and cleverness is the secret of success. He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out. He learns not to worry when he loses an order, because experience has shown that if he always gives his best, his average will break pretty well. He learns that no

man ever got to first base alone, and that it is only by cooperative effort that we move on to better things.

He learns that bosses are no monsters, trying to get the last ounce of work out of him for the least amount of pay, but that they are usually fine men who have succeeded through hard work and who want to do the right thing. He learns that folks are not any harder to get along with in one place than another, and that the "Getting Along" depends about ninety-eight percent on his own behavior.

—Reprinted from Minnesota Farm Bureau's PERI-SCCFE.



CUNA Supply Form PAM 3-56

Review Your Savings Plan

Are you satisfied with your answers to the following questions?

1. Are my savings growing or have my withdrawals been too frequent?
2. Is my systematic savings program tailored to my income?

They Say We Don't Care Anymore . . .

Are they right? . . . Only you know the answer.

- Are you a good sport when you drive?
- Do you obey all traffic regulations?
- Do you keep your speed down?
- Do you stop driving when you start drinking?
- Do you stay in your traffic lane?
- Do you observe the rule of not passing on hills and curves?
- Allow sufficient stopping distance between you and the car ahead?
- Signal turns and stops?
- Keep your car in good condition?

If you can't answer yes to all of these, they are right. . . . You don't care anymore.

—CRISS CROSS CURRICULUM

3. If I changed my savings program — up or down — would I be able to establish a better savings account?

4. Have I been able to accumulate even a small savings while repaying my loan?

5. Have I used our credit union facilities to their best advantage?

The purposes of our credit union, as outlined in our charter, are to promote thrift among our members, by affording them an opportunity for accumulating savings; and to make loans therefrom to our members for provident or productive purposes.

—RELAY, Ontario Telephone Employees' Credit Union.

Open Sesame

A young mother had trouble with a small son who had locked himself in the bathroom and either could not or would not unlock the door.

Finally she called the fire department and explained the predicament. When the fireman was told it was a little boy, he called into the bathroom, "You come out of there, little girl."

Promptly the door flew open and an indignant boy marched out. The fireman grinned, "Works nearly every time."

Wit and Wisdom

- We don't know who started the bright idea of "robbing Peter to pay Paul," but we'll bet the idea went over big with Paul.
- The golf duffer seldom addresses the ball properly . . . after he misses it.

is your auto insurance

**up to
date?**



Are your
children young? Do they
play in the street?



Are you thinking about
buying a house trailer?



Is it time to trade the old
car in for a newer model?

To credit union members:

Here are some of the times when you should check up on your auto insurance:

1. When your children are young. "Extended" medical payments is especially valuable at that time, since it will cover possible accidents to your children, if struck by an auto while playing in the street.
2. When your children start to drive. This increases your risk. You should make sure you are adequately protected against bodily injury and property damage.
3. When your children complete driver-training courses in school. This entitles you to a lower rate.
4. When all under-age drivers in your family pass the age of 25. This improves your rate.
5. When you trade an older car on a new model. You may need better collision and comprehensive coverage.
6. When your car becomes five years old. You may want to question the advisability of carrying collision coverage in order to save money.
7. When you buy a house trailer. Your bodily injury and property damage insurance still protect you while towing a trailer, but you need additional protection for collision, fire and theft on the trailer.
8. When you buy a new car. Your old insurance covers the new car for 30 days. But don't delay getting the new insurance you need.
9. When you buy a second car. Your insurance on your present car will cover a second car for 30 days. After that you need separate insurance.
10. When a member of your family dies, or when you change your driving habits. This might entitle you to a lower rate.
11. When you take a trip to Mexico. You need a special policy to cover you south of the Rio Grande.
12. When you intend to make extensive use of rented cars. Your present insurance covers occasional renting. But for frequent renting. . .

Your credit union auto insurance program is designed to help you get the right protection for every situation.

Drop in any time you have a question about auto insurance. We'll be glad to help you out.

Cordially,

Cuna Auto Insurance Program

The credit union auto insurance program was established by mutual agreement between the Credit Union National Association and the Employers Mutuals of Wausau, Wisconsin. Nearly 1,000 credit unions take part in this program. This wholesale bargaining approach to insurance is your best protection. You are insured by a top-rated company and doubly protected by the prestige and reputation of the organized credit union movement.



Keeping Posted

on

CUNA Supply Cooperative

NEW DIRECTORS AND COMMITTEEMEN were elected by your membership at the annual meeting. They are now confronted with new tasks and problems. Some of these problems have been faced by many new credit union officers in the past. In order to save time and effort with their solutions, your CUNA Supply Cooperative keeps in stock a number of useful aids for directors and committeemen.

The following are just a few of CUNA Supply's many helpful items. They do not constitute a complete list but should be considered merely as suggestions.

For all directors: "Guide to Credit Union Operation" (Ed 31); "How to Serve Well as a Director" (Ed 65); *Crusade* by Roy F. Bergengren (book); *Credit for the Millions* by Richard Giles (book); *The Poor Man's Prayer* by George Boyle (book).

For the Treasurer: CUNA Supply's free catalogues (a) for accounting and promotional supplies and (b) for office equipment and furniture; "Guide for Credit Union Treasurer" (Ed 34, bookkeeping guide for state chartered credit unions using state forms); "Accounting Manual" (for use with federal forms).

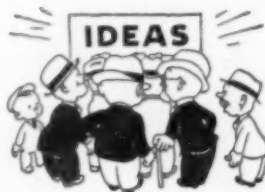
For the Credit Committee: "Credit Committee, the Heart of the Credit Union" (Ed 63).

For the Auditing or Supervisory Committee: "Credit Union Audits" (Ed 78).

For the Education Committee: Poster-A-Month subscription (a new multi-colored 11" x 14" poster, each month with different ideas; attractively designed special purpose posters, TO STRESS SAVINGS: "A Handful of Change" (Ed 50); "Save from the Top of the Pile" (Ed 51); "First Catch the Rabbit" (Ed 52); dime saver envelope (CB-2) for 50 dimes; dime saver card (CB-3) for 30 dimes; dime saver tube (CB-50) for 50 dimes; coin saver tube (CB-70) with removable bottom. TO ENCOURAGE BORROWING: "Figure all the Charges" (Ed 29); "How to Finance Your Auto" (Ed 49); "Buy Wise" (Ed 59); "Vacations" (Ed 74); "How is Your Home?" (Ed 75). TO CHURCH GROUPS: "Church and Credit Unions" by Landia

(Prot.); "Church and Credit Unions" by Lerschen (Ed 58, Cath.). CREDIT UNION HISTORY: "The Credit Union's Proper Place in History" by T. W. Doig (Ed 37). GENERAL: "Here's How to Throw Your Financial Worries" (Ed 66). TO MANAGEMENT: "What Management Should Know About Credit Unions"; "Credit Unions—An Employer's Observation" (Ed 44); "We Like the Idea" (Ed 56). PUBLIC RELATIONS: "How to Multiply the Success of Your Credit Union Through Good Public Relations" (Ed 68).

For the Membership Committee: "What is a Credit Union" (Ed 23); "Welcome" (Ed 48); "A Cordial Welcome" (Ed 54); "I Am A Member—Wish I Had—Glad I Did" (Ed 26); "This Bank Specializes In Bad Risks" (Ed 73); "Four Fundamental Facts About Credit Unions" (Ed 77); "The Credit Union Way" (B-2-55).



For Directors and Committeemen: Do not hesitate to write to CUNA Supply Cooperative concerning quotations for any special printing needs of your own credit union such as individualized forms, stationery, reproducing your monthly newsletter or publishing any other literature which your credit union may wish to prepare for the use of your own membership.

CUNA Supply Cooperative is the official supply house for the credit union movement. Owned and operated by credit unions through their leagues, it has offices in Madison, Wisconsin and Hamilton, Ontario.

Coming Events

March—South Carolina Credit Union League annual meeting, Florence, South Carolina.
March 1-2-3—Ontario Credit Union League annual meeting, Royal York Hotel, Toronto, Ontario.
March 3—New Mexico Credit Union League annual meeting, Albuquerque, New Mexico.
March 9-10—Connecticut Credit Union League annual meeting, Hotel Statler, Hartford, Connecticut.
March 9-10—North Dakota Credit Union League annual meeting, Dakota Hotel, Grand Forks, North Dakota.
March 17—Arizona Credit Union League annual meeting, Phoenix, Arizona.
March 17-18—Arkansas Credit Union League annual meeting, Marion Hotel, Little Rock, Arkansas.
March 19-20-21—Saskatchewan Credit Union League annual meeting, Bensborough Hotel, Saskatoon, Saskatchewan.
March 21-22-23-24-25—Texas Credit Union

League annual meeting, Statler-Hilton Hotel, Dallas, Texas.

March 23-24—Tennessee Credit Union League annual meeting, Hotel Claridge, Memphis, Tennessee.

March 24—Rhode Island Credit Union League annual meeting, Sheraton-Biltmore Hotel, Providence, Rhode Island.

April—Vermont Credit Union League annual meeting, Pavilion Hotel, Montpelier, Vermont.

April 5-6-7—Alberta Credit Union League annual meeting, Corona Hotel, Edmonton, Alberta.

April 6-7—District of Columbia Credit Union League annual meeting, Statler Hotel, Washington, D.C.

April 6-7—Oregon Mutual Credit League annual meeting, Tioga Hotel, Coos Bay, Oregon.

April 6-8—Louisiana Credit Union League annual meeting, Roosevelt Hotel, New Orleans, Louisiana.

April 6-7-8—Kansas Credit Union League annual meeting, Broadview Hotel, Wichita, Kansas.

April 12-13-14—Pennsylvania Credit Union League annual meeting, William Penn Hotel, Pittsburgh, Pennsylvania.

April 13-14—Illinois Credit Union League annual meeting, Hotel Sherman, Chicago, Illinois.

April 13-14—Colorado Credit Union League annual meeting, Shirley-Savoy Hotel, Denver, Colorado.

April 13-14—Mississippi Credit Union League annual meeting, Heidelberg Hotel, Jackson, Mississippi.

April 13-14—Massachusetts CUNA Association annual meeting, Hotel Statler, Boston, Massachusetts.

April 13-14-15—Hawaii Credit Union League annual meeting, Island of Hawaii, Hilo, Hawaii.

April 13-14-15—Oklahoma Credit Union League annual meeting, Tulsa Hotel, Tulsa, Oklahoma.

April 13-14-15—Iowa Credit Union League annual meeting, Black Hawk Hotel, Davenport, Iowa.

April 20-21—Minnesota Credit Union League annual meeting, Leamington Hotel, Minneapolis, Minnesota.

April 20-21—Kentucky Credit Union League annual meeting, Kentucky Hotel, Louisville, Kentucky.

April 20-21—Nebraska Credit Union League annual meeting, Yancey Hotel, Grand Island, Nebraska.

April 20-21—Virginia Credit Union League annual meeting, Hotel Roanoke, Roanoke, Virginia.

April 20-21—Idaho Credit Union League annual meeting, Lewiston, Idaho.

April 20-21—South Dakota Credit Union League annual meeting, Cataract Hotel, Sioux Falls, South Dakota.

April 20-21—North Carolina Credit Union League annual meeting, George Vanderbilt Hotel, Asheville, North Carolina.

April 20-21-22—Ohio Credit Union League annual meeting, Commodore Perry Hotel, Toledo, Ohio.

April 20-21-22—New Jersey Credit Union League annual meeting, Chalfonte-Haddon Hall, Atlantic City, New Jersey.

April 26-27-28—Michigan Credit Union League annual meeting, Civic Auditorium, Grand Rapids, Michigan.

April 27-28—Georgia Credit Union League annual meeting, Bon Air Hotel, Augusta, Georgia.

April 27-28—Alabama Credit Union League annual meeting, Thomas Jefferson Hotel, Birmingham, Alabama.

April 28—West Virginia Credit Union League annual meeting, Shenandoah Hotel, Martinsburg, West Virginia.

April 28—New Hampshire Credit Union League annual meeting, Laconia, New Hampshire.

June 9-10—Montana Credit Union League annual meeting, Florence Hotel, Missoula, Montana.

June 15-16—Washington Credit Union League annual meeting, Yakima, Washington.

June 15-16-17—New York State Credit Union League annual meeting, Laurels Country Club, Sackett Lake, Monticello, New York.

June 22-23—British Columbia Credit Union League annual meeting, Victoria, British Columbia.

June 23-29-30—Nova Scotia Credit Union League annual meeting, White Point Beach Lodge, Liverpool, Nova Scotia.

September 14-15—Wisconsin Credit Union League annual meeting, Loraine Hotel, Madison, Wisconsin.

November—California Credit Union League annual meeting, San Jose, California.

November 15-16-17-18—Missouri Credit Union League annual meeting, Jefferson Hotel, St. Louis, Missouri.

December 17-18—Dominican Republic Credit Union League annual meeting.

HELPS



for new officers and committeemen

These books and pamphlets are worth their weight in gold to your newly elected officers! Help them do a better job by ordering the materials they need right now. And don't forget to keep extra copies of each book on the shelf for future needs.

Guide to Credit Union Operation

Questions and answers about all phases of credit union activity. Clear and authoritative—a complete introduction.

8½ x 11. 14 pp. # Ed 31 ea., \$2.00

Guide Book for Credit Union Treasurers

Simplified, fully illustrated guide to credit union accounting procedures, written by M. F. Gregory, former CUNA President. Invaluable for new officers.

8½ x 11. 36 pp. # Ed 34 ea., \$3.50

Federal Accounting Manual

A complete and detailed outline of accounting forms and procedures for credit unions using F.C.U. numbered forms prepared by the Bureau of Federal Credit Unions. Every step illustrated.

File size, 9 x 11½. ea., \$1.95

Credit Union Audits

A handbook that makes auditing easy—saves time, saves work, saves errors! Includes simple step-by-step instructions, all needed worksheets, and permanent file record. Each committee member needs one every year!

File size, 9 x 11½. 32 pp. # Ed 78 ea., \$6.00

How to Serve Well as a Director

Brief yet comprehensive pamphlet outlining the duties and opportunities of the director's job. Each new director needs his own copy.

Pocket size, 5½ x 8½. 8 pp. # Ed 65 ea., \$0.50

Auditing Pointers for Supervisory Committees

The best brief explanation in print of how to supervise or examine credit union records and actions. Useful again and again.

Pocket size, 5½ x 8½. 8 pp. # Ed 64 ea., \$0.50

Credit Committee—Heart of the Credit Union

What every credit committee member should know to do an outstanding job. Broad information compressed into a few pages.

Pocket size, 5½ x 8½. 8 pp. # Ed 63 ea., \$0.25

Credit Union Public Relations

Subtitled "How to Multiply Success of your Credit Union through Good Public Relations." Use this handbook to help your credit union get along with others.

Pocket size, 5½ x 8½. 16 pp. # Ed 68 ea., \$1.10

Credit Unions (F. Monroe)

Attractive, well-written booklet about credit unions for members and the general public, written by a well-known league managing director. A big help in telling the credit union story whenever questions arise.

Pocket size, 4 x 9. 16 pp. # Ed 43 ea., \$2.10

ORDER FROM YOUR
LEAGUE SUPPLY OFFICE
OR

CUNA SUPPLY COOPERATIVE

Box 333, Madison, Wis.

Box 65, Hamilton, Ont.

*See this
great new
movie!*

Forgive Us Our Debts

A 17 MINUTE, 16MM
SOUND FILM



here's how you can use it

TO HELP CREDIT UNIONS IN YOUR AREA

Any credit union organization can obtain a copy of the movie by sending in a written request. In Canada and most states, the League office will handle distribution of the film. In a few states, the film will be sent directly from the national office to the organization requesting it. Every attempt will be made to maintain schedules and to speed up handling of the film.

The film was prepared with usefulness in mind. Its length was held to 17 minutes, the ideal length for program use. It was put on 16mm film, so you can easily rent or borrow a projector. It was written so that everybody in the audience would get something out of it, from the newest credit union member to the most experienced director. You can show it anytime you want to tell your audience an interesting and valuable story about credit union ideas.

HOW TO ORDER THE FILM

Simply write to your League office or to CUNA Mutual Insurance Society, requesting a copy of the film. Be sure to include the following information in your letter. We need these facts in order to fill your request:

1. Who is requesting the film, and what is your address?
2. What date do you want the film? (Give an alternate date, too, in case there is a schedule conflict.)
3. Where will the film be shown?
4. To what group will it be shown? How big a group?

Written and filmed in Hollywood for the credit union movement

"Forgive Us Our Debts" is a brand-new movie made for CUNA Mutual Insurance Society and the credit union movement by Jerry Fairbanks Productions, Inc., a top-rated Hollywood film studio. It was made to dramatize the insurance achievements of the credit union movement, and to bring a better understanding of these achievements to the credit union members they benefit. From the first showing on, the movie has been received enthusiastically by all credit union people who have seen it!

This film is for you! It can be used at League meetings, chapter programs, area meetings, credit union workshops and membership meetings, or wherever it will help the progress of the credit union movement. The film remains the property of CUNA Mutual Insurance Society, but it will be loaned without charge to any credit union organization which can make effective use of it. All it costs you is your promise to keep the film in good condition, and to report each showing to CUNA Mutual.

**CUNA MUTUAL INSURANCE
SOCIETY**

MADISON, WIS.

HAMILTON, ONT.